

# Home Office

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REPORT

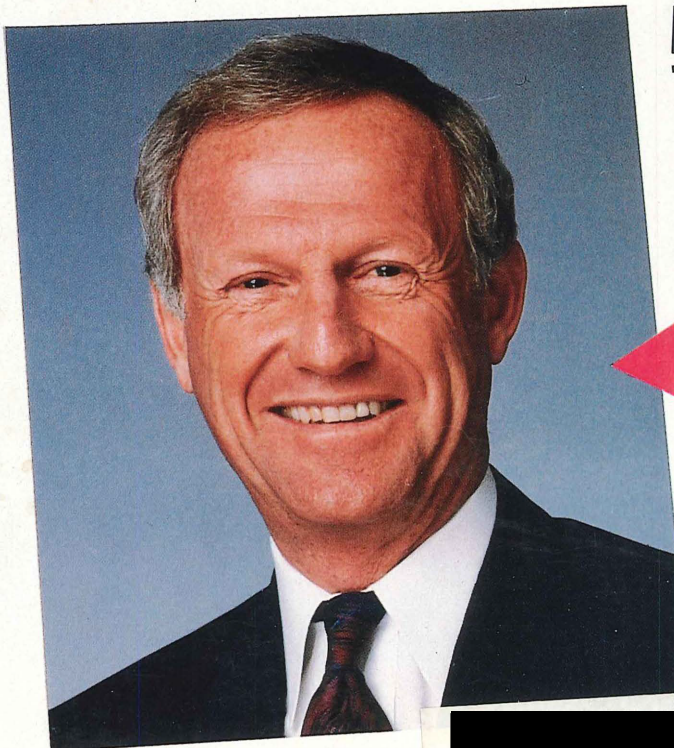
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**Common-Sense  
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Advice from  
Harvey Mackay,  
Best-Selling  
Author of  
"Swim with the  
Sharks"**

**S**omewhere between 500,000 and one million newsletters are published in the U.S., estimates Howard Penn Hudson, president of The Newsletter Clearinghouse, a newsletter-tracking firm in New York. Only 4,000 of

newsletters as promotional tools. uting them for free, c Nonprofit groups, inds, and small firms obv these newsletters to pro they're often lucrative). business. Newsletters are a way for profes-

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04





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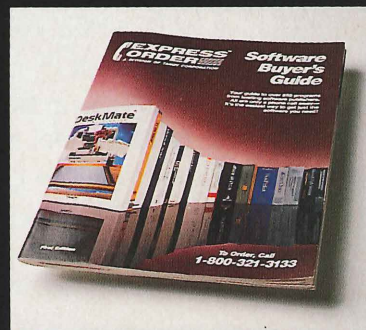
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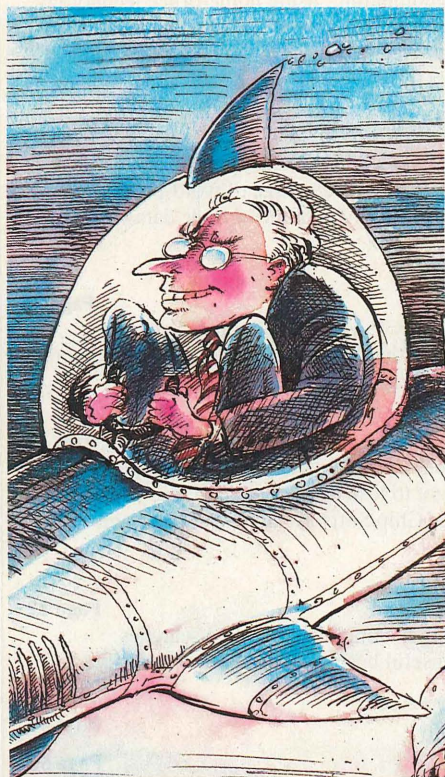




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## FEATURES

### COVER STORY

#### Sell Yourself—With a Newsletter!

Page 37

Looking for a surefire way to heighten visibility, boost sales, and build your business? Use desktop-publishing tools to create a publication that shows prospective clients the benefits of doing business with you. This guide includes performance evaluations of 13 popular desktop-publishing programs, including *PageMaker*, *Ventura Publisher*, *Publish-It!*, *Byline*, and *Ready, Set, Go!*

### INTERVIEW

#### How to Swim with the Sharks

Page 46

Author Harvey Mackay reveals strategies for surviving in business and talks about his best-selling book, *Swim with the Sharks Without Being Eaten Alive*.

### BUSINESS MANAGEMENT

#### Your Business Plan: Road Map to Success

Page 49

How to make your business plan stand out from the crowd. Includes reviews of 3 specialized software packages designed to lead anyone through the business-plan process.

### BUYER'S GUIDE

#### Desktop Copiers

Page 53

If your time is better spent running your business than running to the copy shop, you're in luck! The small, inexpensive, yet reliable machines now available make this a great time to buy a personal copier. Includes hands-on reviews of 6 models, plus a chart with specifications for 28 more.

## PRODUCTS

### Hardware Reviews

Page 58

*Miniguide to Laser Printers:* Hewlett-Packard LaserJet IID; Panasonic Laser Partner Model KX-P4450; QMS-PS 810; and Star Micronics LaserPrinter 8. *Dot-Matrix Printer:* Brother M-2518; *Fax Board:* The Complete Fax/9600; *Fax Machine:* TandyFax 1000; *Telephone:* BellSouth 2000.

### Software Reviews

Page 70

Long reviews of *Numbers Up*, *PowerPoint*, and *Samna Word IV*; Capsule reviews of *DeskPaint & DeskDraw*, *DiskTop*, *Guide*, *Home Finance System III*, *Knock-Out*, *MoneyCounts*, *No-Squint Laptop Cursor*, and *Splash!*

### Office Essentials

Page 76

The latest in useful and innovative office accessories, supplies, and furniture. *This month:* Kodak's U.S. Savings Bond drawing; a keyboard-cleaning kit; expandable wall-mounted file folders; a portable overhead projector; and staple-free binders.

## FAMILY COMPUTING

### To Heck with Hunt and Peck

Page 81

Let your fingers fly! Learn how to touch-type and improve productivity. Reviews of best-selling typing programs for the whole family: *MasterType*; *Mavis Beacon Teaches Typing*; *Type!*; *Typing Instructor Encore*; and *Typing Tutor IV*.

### Software for Learning and Leisure

Page 84

Education/Family Productivity: Long reviews of *The Children's Writing & Publishing Center* and *KidWriter Golden Edition*; Capsule reviews of *Explore-a-Science Animal Watch: Tracks*; *AmandaStories*, Vol. 2; and *Caveman Clockwork*.

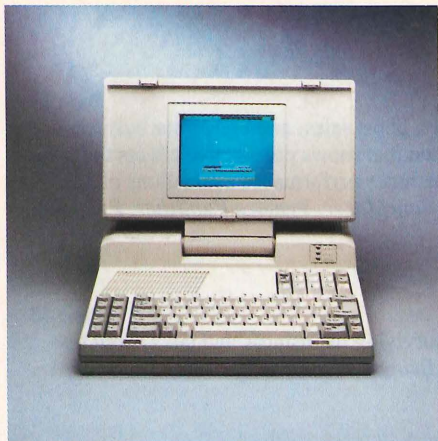
Entertainment: Long review of *Leisure Suit Larry Goes Looking for Love (In Several Wrong Places)*; Capsule reviews of *Battlehawks 1942*; *Commissioner's Disk*; *Grand Prix Circuit*; *Operation: Clean Streets*; and *Pete Rose Pennant Fever*.

### Entertainment News and Hints

Page 88

The latest scoop on flight simulators, on-line games, intergalactic combat adventures, and exciting add-ons. *Plus:* hints for *Jordan vs. Bird: One on One*; *King's Quest IV: The Perils of Rosella*; and *Gunship*.





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## C O L U M N S

### Shoptalk

Page 16

*Managing Campaigns and Capitalizing on Sleuthing Expertise.* Small-business and home-office consultant Joanne Pratt answers readers' questions on specialized software for managing election campaigns and preparing billing statements, finding shareware, and transforming law-enforcement experience into a business.

### Machine Specifics

Page 18

*Zenith Z-1000; Modem/Fax Combo for the Mac; GS/OS.* Computer and software news, opinions, quotes, and rumors, reported by HOME-OFFICE COMPUTING columnists with an eye on the IBM, MS-DOS, Macintosh, and Apple II universes.

### Working Smarter

Page 34

*Conquer Procrastination.* Columnists Paul and Sarah Edwards offer ideas, inspiration, and strategies for succeeding at the work-from-home lifestyle. *This month:* Tips for doing what needs to be done—today; protecting your investments with credit-card warranties; and more techniques for building a professional image.

### Workstyles

Page 96

*The Squeaky Fax Gets the Grease.* Our telecommuting senior editor, Nick Sullivan, proves it's possible to set up for efficient faxing, despite a busy modem and a constant stream of callers.

## D E P A R T M E N T S

### Editor's Note

Page 6

### Letters

Page 8

### Up Front

Page 10

News, advice, tips, and a shot of humor—on computing, using home-office technology, and running a home business. *This month:* Small-business groups address President Bush, advancements in color laptops, a directory of toll-free numbers, finding a market niche, and spring cleaning your computer.

### Word Processing

Page 24

*Sprint Reviewed.* If you've used other word processing programs, you'll soon be racing along with Borland's *Sprint*, a chameleon that mimics a wide range of word-processing commands and makes it a snap to bring disks home from the office or trade data with clients and customers.

### Spreadsheets

Page 26

*Soup Up Lotus 1-2-3 with Five Inexpensive Utility Programs.* Simon & Schuster Software offers 5 add-ons for the spreadsheet giant that let you add notes to cells, compress or compare spreadsheets, rescue data, and print extra-wide worksheets.

### Finance

Page 30

*Wealth Insurance Helps You Prepare for a Roller-Coaster Economy.* Will your economic future be sunny or glum? All you've got to lose is your inexperience when you play this latest financial simulation from the Blue Chip Software Series. A hands-on review.

### Telecomputing

Page 32

*Get Info Fast from Electronic Newsletters.* Forget complicated on-line searches. Columnist Alfred Glossbrenner tells how to tap useful business information in easily accessible electronic newsletters.

### Best-Selling Software

Page 68

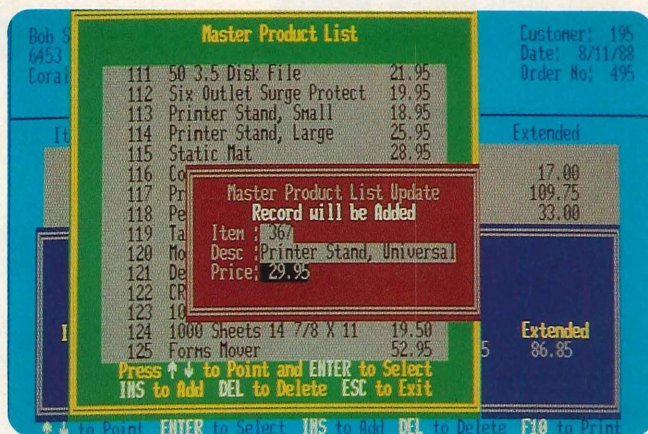
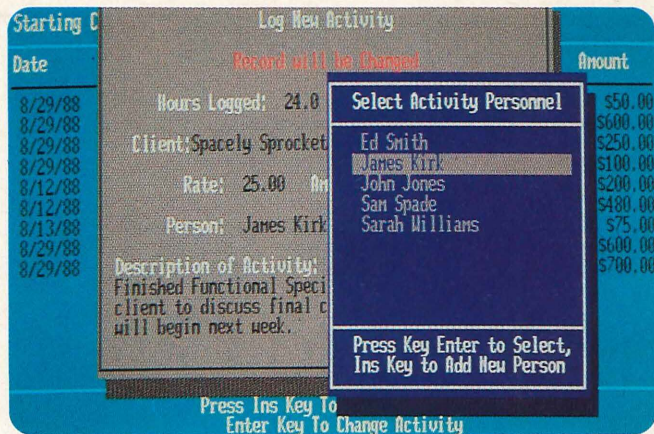
### Home-Office Shopper/Classifieds

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### Advertiser Index

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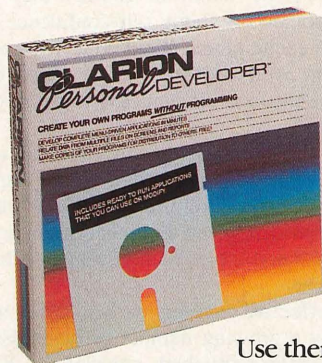
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## EDITOR'S NOTE

# Put a Stamp on Your Foot and Use the Mail to Get it Through the Door

So you're convinced you've got a good idea and what it takes to make it work. Now all you have to do is convince enough customers or clients that they need what you have, and you're on the road to success.

Based on what we hear from independent entrepreneurs, these two factors—remaining confident in yourself and soliciting new business—are constant hurdles that come with going it alone. And, of course, they feed one another. Without self-confidence, it's hard to excite others about what you can do for them. And when there's no business coming in, self-doubt finds it easy to get through the door.

So, the obvious conclusion is to make selling yourself part of your regular routine. You'll be more likely to attract new clients when you don't need them than when you're desperate and the collection agencies are on the phone.

An effective ongoing marketing tool being used by a growing number of businesses is the desktop-published newsletter. Robin Raskin's cover story, "Sell Yourself—With a Newsletter" (see page 37), makes a persuasive case for marketing yourself with a newsletter; it also documents how four different businesspeople use them to promote their enterprises and provides resources and tips on newsletter publishing. Leslie Simons's companion piece on desktop publishing software evaluates the performance of 13 programs, including the well-known *PageMaker*, *Ventura Publisher*, *Publish-It!*, *Byline*, and *Ready, Set, Go!*

Since none of us exists in a vacuum, how successfully we sell ourselves depends in large part on how well we compete in the marketplace. Regular columnists Paul and



Sarah Edwards took on an extra assignment this month and interviewed Harvey Mackay, author of the best-selling *Swim with the Sharks Without Being Eaten Alive* (see page 46). You may gain some valuable insights from the interview and from the accompanying "Lessons (Re)learned from Mackay."

Always willing to take our own advice, we're not about to relegate marketing-related articles to a one-shot deal. We're busily at work assigning, editing, and writing more marketing stories for future issues. Be sure to watch for them or, better yet, sell us on an article that describes your successful marketing strategies. We'll be watching for your letters.

*Claudia Cohe*

CLAUDIA COHL  
EDITOR-IN-CHIEF

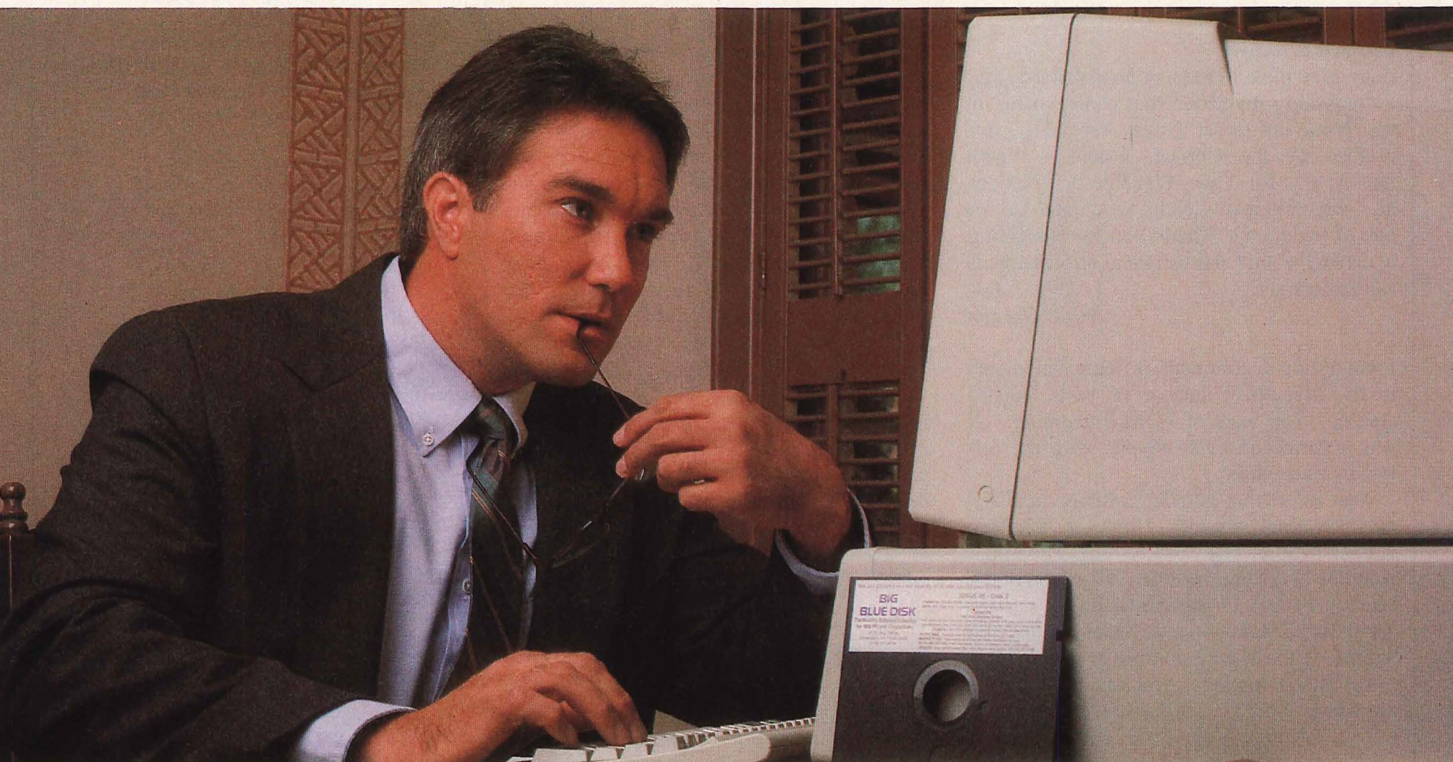
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## MAKING IT CLEAR

I am quite pleased to have finally discovered a computing magazine that can help me in my home business. I was especially impressed by the October article, "Which Database Is for You—Flat File or Relational," which helped me choose a database for one of my clients. Thank you for publishing a magazine that nontechnical professionals can understand.

LAURA J. ILG  
Bend, Oregon

I would like to comment on some statements in the Macintosh sidebar of your January article, "Top Stars of Word Processing." It was accurate on most counts, with the following exception:

You assert that parallel columns in Word must be equal in width. However, the Mac version of Word does indeed support parallel columns of different widths. An option of the Format menu's Paragraph dialog box, they are called side-by-side columns. Since the widths of these columns are set on a ruler using indent markers, you can indeed vary the width of side-by-side columns.

P. DAVID ALBEE  
Suffolk, Virginia

EDITOR'S NOTE: *You're right, it is possible to create a document with side-by-side columns of varying widths. In Word, however, the process requires a great deal of manual effort.*

## TOO GOOD TO BE TRUE?

On page 45 of your February issue, in "The Fine Art of Taking Business Deductions," you say: "If you own your own home, you'd deduct a percentage of your mortgage payments and depreciate the office as a commercial property."

I'm not a professional accountant, but I do keep the family company's books and would love to take both deductions. But do you really think the IRS will let me?

CAROLE E. SPENCER  
Farmington, New Hampshire

EDITOR'S NOTE: *According to our sources at the IRS, such a combination of deductions is legal in most cases. However, we would advise you to discuss the particulars of your operation with your IRS representative or a licensed tax professional.*

## PROUD SALESMAN

I work for Radio Shack. Recently, while reading the December 1988 issue of your

magazine, I came across your Editors' Picks and noticed a review of our Tandy 1000 TL on page 51. Although you reviewed our top-of-the-line home computer, the Tandy 1000 TL, your review of other computers was based on the AT standard. In all fairness, you should have compared our AT compatibles (the Tandy 3000, 4000, and 5000 machines) with the others reviewed, instead of picking the 1000 TL. As the review stated, that machine is a "supercharged PC."

CURTIS J. KROPAR  
Greensburg, Pennsylvania

EDITOR'S NOTE: *Our December Editors' Picks feature was not intended to compare products. Rather, as stated in the introduction, it presented our editors' personal assessments of products that they have bought or would consider buying with their own money.*

## INVERTED SURFER

The surfer in *California Games* can hang ten with the best of them and makes some pretty amazing moves. But skimming the wave on his head with his surfboard above him is one move he hasn't mastered yet!

It appears that the screen photo you printed



in January's Best Games of 1988 was upside down. We just wanted your readers to know that, try as they may, this is one maneuver they won't be able to duplicate.

NOREEN LOVOI  
PUBLIC RELATIONS MANAGER, EPYX  
Redwood City, California

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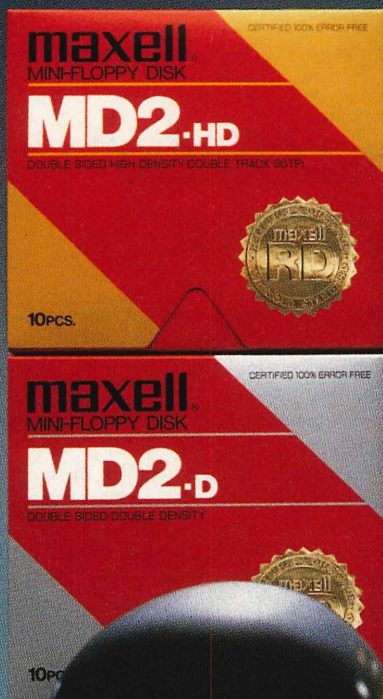
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EDITED BY BRIANNA POLITZER

# Small Business Seeks "Kinder and Gentler" Treatment from Bush Administration

If you've got a home business and you feel that your needs are far from the top of the public agenda—especially when it comes to funding—take heart. If small-business advocates get their way, this presidential term will bring better things for the little guy.

Lobby groups, such as the National Small Business United (NSBU) and the National Federation of Independent Business (NFIB), are demanding more for small business: more money, more government-sponsored training programs, more opportunity in international trade. They also want to consolidate the scattered small-business programs in government. These groups believe that the Reagan administration was unresponsive to the needs of the small-business sector and are now stepping up their lobbying efforts in hopes of capturing President Bush's attention—before funds are diverted elsewhere.

"We hope that some of our agenda becomes his agenda," says John Paul Galles, executive vice president of NSBU. "If we are to remain competitive with economies around the world, we need to support the most creative sector of our economy—the small-business community."

Meanwhile, taxes are a leading concern at NFIB. According to spokesman Terry Hill, "We plan to take the president quite literally. We're going to support him any way we can, to help him beat back any attempt to create new taxes." Hill points out that his group represents 570,000 small-business owners



and it "will use that clout on Capitol Hill to prevent any tax increase."

The U.S. Chamber of Commerce has also gotten into the act and is supplying copies of its recent publication *Small Business: Building America's Future* to key officials in the Bush administration. "Small businesses are not receiving enough consideration in the formation of policy," says Nancy Fulco, associate manager for legislation at the Small Business Center, a division of the Chamber of Commerce.

In particular, Fulco points to the international arena, where the role of the small business could really be enhanced. The lower

value of the dollar relative to other currencies has created a window of opportunity for many U.S. companies. But for the most part, exporting remains foreign to many small businesses, which tend to do only domestic deals.

Advocates are also vocal in their opposition to mandated employee benefits such as parental leave, health insurance, and minimum wage. "We're not opposed to benefits, just the mandating of benefits," Hill says. Fulco adds: "There are alternative solutions, such as tax incentives and flexible benefits plans."

NSBU's Galles points out that former president Ronald Reagan took a strong stance against mandated benefits. He anticipates that the Bush administration will maintain that position. In other areas, NSBU is hoping that the new administration will be more responsive than the Reagan administration was to the small-business community. "The jury is still out," Galles says. "Our hopes and our expectations are that Bush will be more sensitive to our needs than Ronald Reagan was."

All in all, small-business advocates seek "kinder and gentler" treatment from the Bush administration. Lobbyists and their supporters hope that these efforts will pay off, not just in rhetoric, but in real dollars-and-cents support for those who are providing a creative spark to the American Dream.

—SHARON HARVEY

## Spring Cleaning? Don't Forget Your Computer

Ah, spring! Time to open those windows, get out those dust rags and purge your office of stale odors and settled winter dust. Once you've organized your desk and are ready to attack your computer, consider the following tips from Brian Glasser, president of Village Computers, Inc., in New York City:

- For a dirty monitor screen, use a lint-free cloth and glass cleaner. Spray the cleaner on the cloth, then wipe the screen. If you've got static problems, try an antistatic screen

cleaner, like the one included in *Curtis Cleaning Kits* from Curtis Manufacturing Corporation (the cleaning solution can be ordered separately, directly from the company). Because some monitor screens have special coatings that could be damaged by harsh cleaners or sprays, check with the manufacturer for any special requirements.

- Cleaning a keyboard is tricky business. It's true that stray cookie crumbs and cigarette ashes can damage your keyboard's performance, but dripping cleaning solutions can do even greater harm. Glasser points out: "It's the dirt you don't see that causes the problem, not the dirt you do see." So worry less about the grime on your key caps, and more about what's underneath. Use a small vacuum or a compressed air spray, like *Dust-Off Junior* from Falcon Safety Products, to gently remove grit from between keys. *Never* try to pry off key caps! The havoc you'll

wreak will outweigh any benefit you could reap.

- A mouse-cleaning kit, like *Mouse Wash!* from T&L Products, can help remove dust and accumulated desktop grit from mechanical mice. For future preventive maintenance, you might buy yourself a new mousepad with a washable surface (there are several on the market). Glasser says these pads help keep the dirt from invading your mouse's innards in the first place. For optical mice, a damp, lint-free dust rag wiped over the pad should be sufficient.

- Sharpen up your correspondence by cleaning your printer heads with a head-cleaning ribbon cassette, like *Clean Image*, Inc.'s *Printer Head Cleaning Kit* (available in different sizes to fit almost every printer on the market). For daisy wheels, remove and gently scrub clean with an old toothbrush.

Ready, set, clean! —BRIANNA POLITZER





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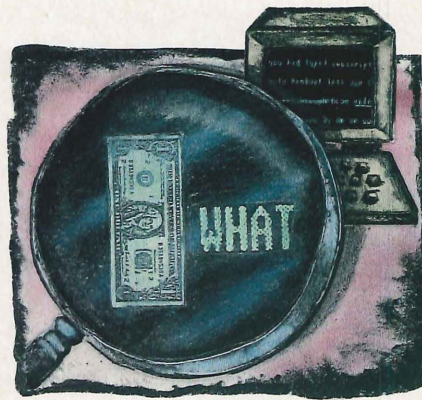
CIRCLE READER SERVICE 24



## Business Savvy: Turn Peeves Into Profits

Can you imagine life without the paper clip? This little stainless-steel wonder was invented by a Norwegian, Johann Vaaler, in the year 1900. Vaaler's flash of brilliance probably arose from a bout of annoyance over a common problem: how to hold papers together in a single stack. Where would we be without such peevish entrepreneurs?

If you're looking for a business idea that addresses a unique but universal problem, think about existing products or services that really get your goat. And, like Vaaler, you could find your niche by solving an irritating problem.



We might all be wearing loafers today, had someone not become irritated enough to invent aglets, the plastic tips on the ends of your shoelaces. Aglets were created in the 15th century, probably by someone who became impatient trying to thread shoes with frayed laces. Today they grace the tips of

nearly every shoelace made.

Similarly, laptop users who screamed "Where's the cursor?" at their machines might still be screaming had their complaints not reached the ears of Ken Skier, president of Ski Soft Publishing Corporation, a home-based business in Lexington, Massachusetts. Skier responded to a friend's gripe by developing the *No-Squint Laptop Cursor* program (\$39.95). *No-Squint*, which enlarges the cursor, was dubbed an instant hit by *The Wall Street Journal* and has increased in sales every week since its introduction. The program is now available to soothe the blood-shot eyes of laptop users across America.

Market niches can be found in any industry or product lacking a little *je ne sais quoi*. Be creative; don't be afraid to look in unusual places for a unique idea. And remember: If it's an answer to one of your biggest peeves, it's sure to soothe someone else's nerves as well.

—EDWARD R. ALLEN

## The Struggle to Perfect the Color Laptop

If you've been waiting for a portable computer with a color display, don't hold your breath. The first color liquid crystal display (LCD) screens for laptops are not expected to be introduced until at least the end of this year. Until the color LCD hits the market, laptop users will have to resort to using a standard color monitor (forfeiting any attempt at portability) or settle for plain old monochrome.

The reason that portable color has been so long coming: A color LCD requires four dots



Color becomes portable: NEC's LCD prototype.

on-screen for every dot on a monochrome LCD, and manufacturers are finding the color displays difficult to produce. In fact, failure rates in production are high, yielding two defective units for every 10 manufactured.

Also, color LCDs consume more power than monochrome displays because of mandatory backlighting, a technique that intro-

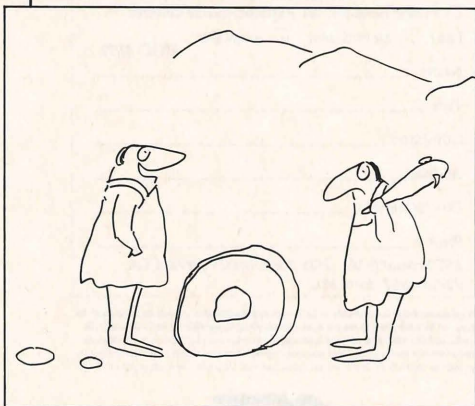
duces light from the back of the screen (optional on monochrome LCDs), and an extra-thick (heavy) screen. The available battery packs, such as the popular nickel-cadmium packs, can't meet these requirements.

The first AC adapter-powered prototypes, such as NEC Home Electronics's new eight-color LCD, have been able to muster only a dismal 640 by 200 dots per inch (CGA resolution). But not to worry—full-color VGA resolution is sure to follow, perhaps in the early 1990s.

The new color laptop screens are expected to cost two to three times more than the average monochrome screen, adding an extra \$1,000 to \$1,500 to the already high price for portability. But as the market for color LCDs widens, those high prices are sure to take a plunge.

—STEVEN C.M. CHEN

### REINVENTING THE WHEEL

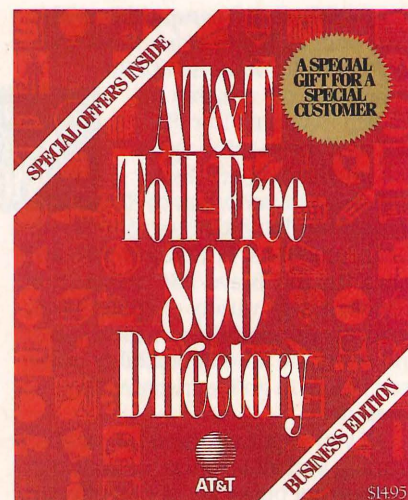


"My invention? It's called a disk pack. I run a computerized business out of my cave."

## Let Your Fingers Take a Toll-Free Ride

A must for the organized home office: The *AT&T Toll-Free 800 Directories*. The Business Edition (\$14.95 plus tax and handling) lists 120,000 numbers and is targeted at helping businesses get in touch with other businesses. The Consumer Edition (\$9.95 plus tax and handling) has 66,000 retail listings. Both directories could save you time and energy, not to mention money! To order, call (800) 426-8686.

—LAUREN LEON







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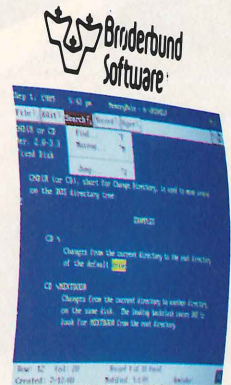
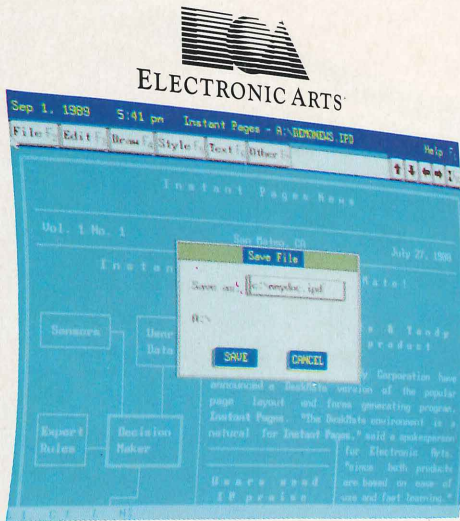
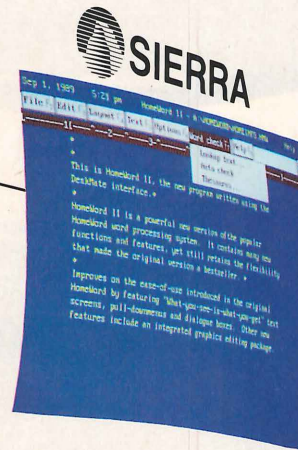
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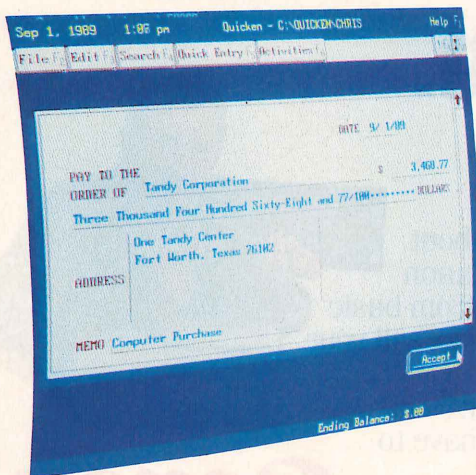
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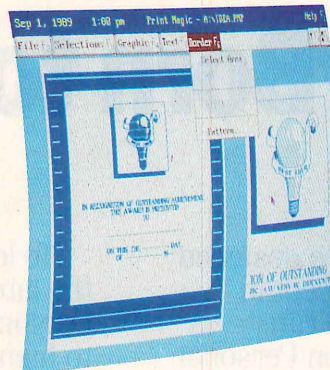
# All these programs



**Intuit**



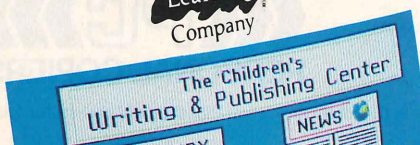
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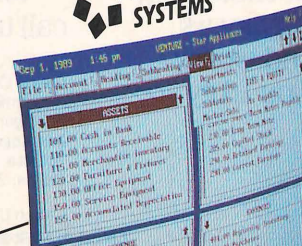
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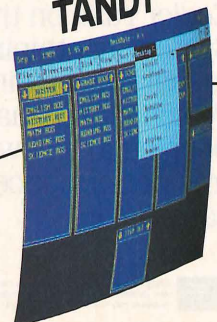
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Very well, thank you. The proven format of the DeskMate Interface uses pop-up dialogue boxes and handy pull-down menus to select operations. Function keys work similarly

from program to program. Bold graphics make it easy to see what you're doing—move around freely and make selections with the keyboard, or use a mouse for "point and click" convenience.

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When you learn to use one program that uses DeskMate standards, you're well on your way to knowing how to use a library of software. Choose from great titles in everything from word processing and accounting to desktop publishing and home education. And whether you own one or a dozen DeskMate-based programs, you'll appreciate the DeskMate difference in ease of use.

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# Managing Campaigns and Capitalizing on Sleuthing Expertise

BY JOANNE PRATT



Who doesn't need business advice from time to time? One of the best sources for help, whether you are just starting out or have a business in trouble, is SCORE, the Service Corps of Retired

Executives. SCORE is a Small Business Administration (S.B.A.)-sponsored network of seasoned business owners. When you call, a volunteer is selected whose expertise matches your request. If you want an assessment of your business plan or advice on marketing strategies, or some other aspect of your business needs attention, SCORE will give you sound answers.

The service is absolutely free. Call the S.B.A. National Answer Desk (800)368-5855 to find the SCORE office nearest you.

**Q. Over the years, I've been working as a volunteer for political candidates, both on local and state levels. Political parties are using personal computers extensively in their campaigns. Can you recommend any programs specifically designed for campaigns that I could use in a home-based business? I realize that database and spreadsheet programs could handle these needs but I'd rather not have to build a custom program.**

DICK SCHUTTER  
Seattle, Washington

**A. CAMPAIGNSoftware** (\$795-\$995. Futura Software Systems, Inc., P.O. Box 16200-323, Mesa, AZ 85201; [602] 821-5678) handles any campaign, from start to finish. You will be able to track contributions, workers, and events, as well as data about opposing candidates. Standard report forms are included, as well as a powerful report generator that takes information from any file and translates it into ASCII files or printed reports.

I recommend buying the demo that runs under MS-DOS (\$70 plus shipping and handling). Then if the program does not meet all your requirements, you still have the option of setting up your own files on a database.

Consider combining your campaign service with a direct-mail, publishing, or word-processing business, to even out slow periods when there's not much campaign activity.

**Q. I have an opportunity to broaden my existing business base by entering the publishing field with a weekly classified advertising tabloid. What I need is a computer program that will allow me to prepare billing statements and assemble columns of camera-ready text with a minimum of keystrokes. Is such a program available?**

JOHN KENNY  
Winnipeg, Manitoba, Canada

**A. WordPerfect 5.0** may be the best solution for you. You can lay out up to 24 columns across a page. As you type in your ads, the text snakes into columns until you reach the end of a page. The recent upgrade includes two new features that you will appreciate: You can see what the whole page looks like before printing it with Preview, and you can integrate graphics into the text.

You can write a simple macro to copy customers' names and addresses onto a standard billing form without retyping. And since you aren't trying to maintain a permanent customer file, you won't need to use a database program.

If you later decide to include extensive graphics in your publication, you may want to consider a desktop-publishing program.

**Q. In the September issue, you gave a reader some valuable advice about marketing software as shareware. The Public (Software) Library has the oldest and largest collection of tested, organized shareware and public-domain software. One of the disks available is the Shareware Programmers Guide, which contains a wealth of information on marketing software as shareware. Written by the top money-making shareware programmers, the disk is available from PSL (\$5. The Public [Software] Library, P.O. Box 35705, Houston, TX 77235-5705).**

Any of your readers who would like to know more about the PSL can buy the set of PD/Shareware Reviews Disks—two disks containing complete write-ups of thousands of programs (\$10), or get a free copy of the monthly magazine, *PSL News* (\$18 per year), by writing or calling (800) 242-4775.

NELSON FORD  
Houston, Texas

**A.** Thank you for sharing this information about low-cost software. In the *PSL News* issue you sent to me, I found five time-

tracking programs for billing clients by the hour. V. Benn of Dover, New Hampshire, please note! I am delighted to be able to pass on affordable offers—especially at tax time.

**Q. What sort of home-business venture would you suggest for a criminal investigator for the U.S. Navy who is also a reserve municipal police officer? Would some sort of research or corporate counterintelligence/security service be a good idea? I recently bought an IBM PC compatible with 512K.**

PHILLIP A. HUMPHRIES  
Long Beach, California

**A.** Your excellent credentials certainly qualify you to establish a research business specializing in law enforcement and security. You might also trace people for government or private industry—a job you could do by telephone and computer. According to Pat Reagan of Nationwide Services in Dallas, your best clients would probably be insurance companies and attorneys who need to contact defendants and witnesses. Although there is a very narrow market this would make a good one-person business. You will need your new IBM compatible and a database word processor, such as *Q&A* (\$350; Symantec, 10201 Torre Avenue, Cupertino, CA 95014; [408] 253-9600) to keep track of the information you gather.

The downside is that you would be paid only if you located the person, and even the costs of your successes may exceed the typical rates you can charge, which range from \$45 to \$500 per case. You may find competition from former FBI agents and police officers. Whatever direction you decide to take, research the opportunities in your area carefully before committing your energy to a new venture. ■

## SEND US YOUR HOME-OFFICE QUESTIONS

Send your questions on taxes, legal issues, developing a business plan, capitalizing, marketing and public relations, or any other business-related issues to Joanne H. Pratt, c/o ShopTalk, HOME-OFFICE COMPUTING, 730 Broadway, New York, NY 10003. Please print your name, address, and telephone number on all correspondence. Pratt is a nationally known researcher, consultant, and speaker on the subject of home business.



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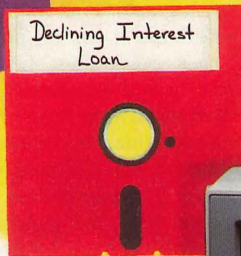
### Unique Interactive Hands-On Instruction

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In the first Module, for example, when your sample program (Declining Interest Loans) appears on your screen, you'll find errors on certain program lines. You'll also see that the program is only three-quarters completed.

Now comes the fun part. You'll discover how this program is built, and in the process you'll learn how to identify and correct errors. And by the end of Module 1, you'll actually have completed this program yourself.

But there's more. Special graphics on your screen work in conjunction with the accompanying guide to amplify, illustrate, and deepen your understanding of software design principles.



Make no mistake. Almost all books and courses on "programming" teach you only the final 5% of the total programming process—namely, how to code in a specific language... information of little value if you don't know how to reach the point in the programming process when you are ready to code.

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# Zenith Z-1000

## Modem/Fax Combo for Mac

### GS/OS

#### IBM / MS-DOS

BY HENRY F. BEECHHOLD &  
STEVE MORGENSTERN

Zenith, one of the largest IBM competitors in the United States, recently demonstrated a prototype of the Z-1000, an AT-compatible, non-MCA computer using multiple 80386 microprocessors, which should be available this summer. The Z-1000, which can accept up to six 386 chips, puts Zenith at the forefront of small-system multiprocessing architecture. About two years ago in this column, I predicted parallel-processing desktop computers by 1990. I was too conservative! True multitasking is almost here. Whatever else you may hear, this is the real wave of the future in microcomputer design.

Zenith's decision to build the Z-1000 around the AT rather than the MCA bus represents a serious effort to lure consumers who want to combine earlier computer compatibility with the super functionality that only multiprocessing can offer. Hang onto your hats—you're about to enter the era of "warp-factor 10" computing. Just think of it; an AT compatible mainframe with a desktop bus.

—H.B.

**Program-to-Program Shuffle.** A reader recently asked what he could do with the extra 384K installed in his 1MB PC-AT clone—the extended memory that sits above the 640K that DOS can use directly.

You could set up a RAM disk in that area. The VDISK utility included with MS-DOS lets you accomplish this easily. A RAM disk functions just like an extra disk drive—you can read or write files to it. The big advantage is speed.

The disadvantage of RAM drives, though, is that when the power goes off, your data is lost. You have to remember to copy your RAM disk files to a physical disk drive before shutting down. A better solution is using the extended memory as a disk cache. A caching utility copies the data you read off your physical disk into a temporary holding area in memory as you work, and keeps track of what's in the cache. If you need to access the same data again, it is read from the cache instead of the disk drive, speeding the process tremendously. And when you save a file it goes directly to disk, eliminating the threat of data loss inherent in a RAM disk system. I use the *Vcache* (Golden Bow Systems; \$60) for this purpose.

Still another possibility, one that makes exceptionally good use of that extra memory if you frequently switch from program to program, is a utility that lets you load several applications simultaneously. One such program is *Software Carousel* (SoftLogic Solutions; \$80).

*Software Carousel* lets you divide whatever type of memory you have in your system—the base 640K, extended memory on an AT or compatible, and expanded (EMS) memory on an add-on card—into up to 10 partitions, and load a different program into each partition. Using a simple keystroke combination, you can jump from program to program. The program you leave stops dead in its tracks, and remains in the state you left it until you return to that partition.

I've found this to be an effective way to keep my word processor, a small spreadsheet, and a telecommunications program instantly available throughout the workday. This isn't a true multitasking system, though. *Software Carousel* runs into trouble if you're running a graphics-based program in one of the partitions. It has no problems working with most applications, though, and is both inexpensive and easy to use.

—S.M.

**Writing Right.** *RightWriter* (RightSoft, Inc.; \$95), an old-timer in document analysis and proofreading, has emerged, bright and shiny, as *Version 3.0*. I confess to having reservations about the previous incarnations of the product, but *Version 3.0* is a truly helpful writing assistant, especially for those whose writing skills are a bit shaky. Out of the box, the program will check your work for problems in grammar and usage, spelling, punct-

uation, style, and readability (reading level). But *RightWriter* can easily be customized to suit the character of the writing you normally do. If, for example, you're writing technical documents, you can tell the program not to flag technical jargon.

*RightWriter's* document summary provides statistical evaluations of readability, strength, descriptiveness, and jargon. It also makes anecdotal observations about sentence structure (for example, "Many prepositional phrases are being used"), and it provides a list of "Words to Review," which includes misspellings, misusages, jargon, and so on.

The program is compatible with all popular IBM word processors. Actually, files from any word processor that can produce a standard ASCII output will work.

—H.B.

**New IBM Proprinters.** Despite the laser printer phenomenon, there is still plenty of demand for good quality dot-matrix printers. IBM's latest entries are the standard-carriage Proprinter III (\$699) and the wide-carriage Proprinter XL (\$925), high-speed 9-pin printers rated at 270 cps draft and 65 cps NLQ. These days, a 9-pin printhead is ho-hum, since high-quality dot-matrix output is obtainable only from high-resolution 24-pin printheads. As usual, IBM is "tail-end Charlie" when it comes to peripheral products. Still, the IBM logo carries a lot of weight even now. These printers are born of the well-tested Proprinter family and will instantly and correctly mate with any IBM PC/AT/XT and PS/2 computer system.

—H.B.

HENRY F. BEECHHOLD is the author of *The Brady Guide to Microcomputer Troubleshooting & Maintenance* (Brady Books, Prentice Hall Press, New York).

STEVE MORGENSTERN can be reached on CompuServe (ID:72545,606).

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#### MACINTOSH

BY JIRI WEISS, JR.

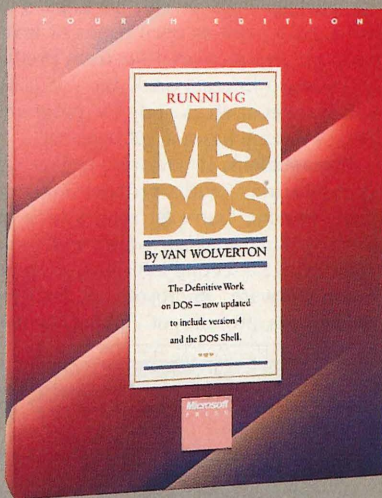
If you're thinking of getting a modem, you can now get a fax thrown in for the same price. Abaton is shipping a combination modem and fax for the Mac. The InterFax (\$495) will perform as a regular 1200-baud modem with your own communications software and will allow you to receive fax transmissions and send computer files to any fax



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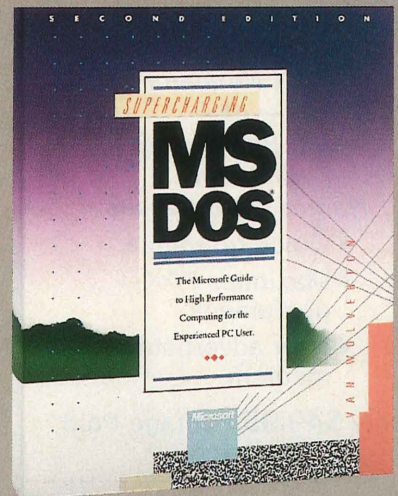
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machine. To use it as a fax, you first convert the file to a fax-readable format—a process that takes approximately 20 seconds a page. InterFax can then send the file to facsimile machines at the rate of about 4800 baud—about a minute per page. That's quite a bit slower than most fax machines, but transmissions can be sent while you use your computer for another task (even without *MultiFinder*) or when you're away from your Mac. The major drawback of InterFax is that it can't read paper documents unless it's used in conjunction with a scanner.

**Getting Organized.** Tenpoint0 recently started shipping *Focal Point II* (\$200), a second version of its *HyperCard* personal information manager. *Focal Point II* integrates an appointment book, a to-do list, a Rolodex-type address book with a telephone dialer, a phone log, project scheduling and billing into a useful system for organizing a good portion of your business. You can use *Focal Point II* to take notes during phone conversations, and keep track of time spent for billing purposes. *Focal Point II* even makes it easy to put together a short form letter after the conversation is completed.

Tenpoint0 has improved the user interface with pull-down menus and has added networking features. But most important, by adding a run-time version of its *Reports* pro-

gram, Tenpoint0 has made it possible to print information the way you want it, correcting one of the most serious limitations of the original *Focal Point*. But as versatile as it is, the revised version still has the drawback of any *HyperCard* application—the large amount of memory you need to run it.

Ideally you would want to have your appointment book open and your phone notes at your fingertips when someone calls. For that you need a desk accessory such as *HyperDA* (Symmetry Corporation; \$69) or *MultiFinder* and more than 1MB of expensive memory. Either solution will save you time by eliminating the need to switch back and forth between your application and *HyperCard*.

**HyperCard Competition.** Silicon Beach Software, Inc., the company that gave us *SuperPaint*, is planning to soon release a *HyperCard*-compatible product that promises to please those of us who have learned to love *HyperCard* but have been frustrated by some of its limitations. *SuperCard*, to debut sometime next quarter for less than \$200, will add such features as color, multiple windows, and pull-down menus just like most other Mac programs have. It will have drawing tools and an expanded set of HyperTalk commands.

*SuperCard* will allow a stack to be turned into a stand-alone application that won't re-

quire *HyperCard* or *SuperCard* to run. A *SuperCard* application will take up about as much memory as your average Mac application (as little as 250K to 300K) so that you will be able to run it along with your word processor in *MultiFinder* even on a Mac Plus.

Silicon Beach says that *SuperCard* is similar enough to *HyperCard* that you can sit down and start using it with minimal retraining. Apple, not usually given to thinking of imitation as flattery, is not going to sue over this one.

**Boilerplate Made Easy.** Lawyers and doctors should take note of this one. A New York company is preparing software that lets you type in an abbreviation within an application such as a word processor or desktop-publishing package and presto, in pops a whole word, paragraph or even pages of text. The package, *Productivity Plus* from Productivity Software International, Inc., is a Macintosh version of an existing PC program. The date of release has not yet been set.

**Presentations.** If you want to jazz up your presentations with professional-looking slides but don't have the money for a graphic artist or slide-making equipment, you may want to take a second look at desktop-presentation software. Microsoft has finally delivered on its promise of linking its desktop-



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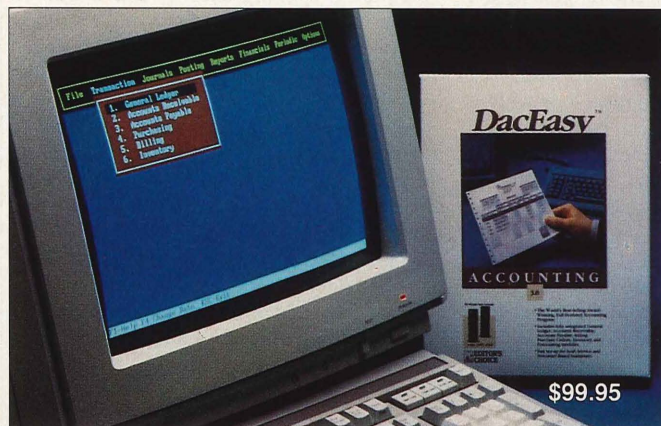
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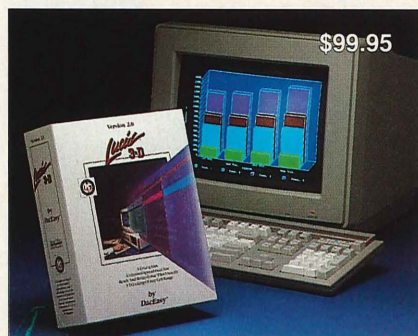


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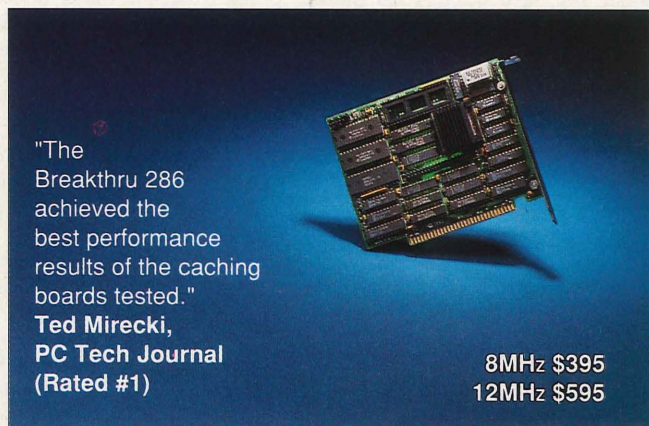
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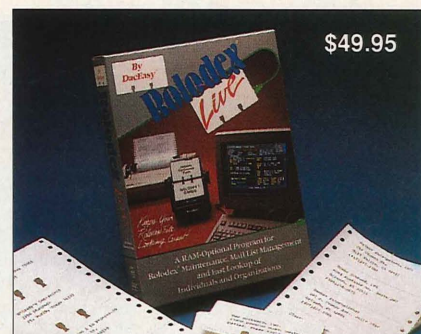
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presentation package *PowerPoint* to bureaus that will make professional-looking slides for you. The idea is to use *PowerPoint* to prepare the slide based on a template that comes with the package or a design of your own. Even your monochrome Mac Plus can be used to prepare color slides. Once you are done, you send designs via modem or by mailing a diskette to Genigraphics, a professional slide bureau, for output on high-resolution slide-making machines. The cost per slide is about \$14 with a 24-hour turnaround.

JIRI WEISS, JR. is a freelance writer based in Berkeley, California. He can be reached at MCI mailbox JWEISS.

## APPLE II

BY CHARLES H. GAJEWAY

With the powerful combination of GS/OS and *AppleWorks GS*, Apple's most powerful II-series computer is at last able to function at full efficiency in a personal-productivity environment.

GS/OS is the successor to ProDOS 16, the operating system originally introduced with the GS in 1986. A 16-bit operating system, GS/OS will support nearly all programs that

run under ProDOS 16 and is a significant advance over the older system. Apple has made it easy to switch; a mere \$39 will buy you the new operating system and system tools, plus two manuals describing GS/OS and its utilities.

You also need 512K of RAM and ROM Version 01, or a more recent version, to get started with GS/OS. If the ROM version number doesn't appear at the bottom of the screen when you turn on the computer, you have the original ROM and need to get a free upgrade from your dealer. Naturally, the more memory you have, the better. My initial impressions indicate that 1MB will be the minimum comfort point with GS/OS and advanced programs.

GS/OS is modular, so it can easily be adapted or upgraded to handle all kinds of peripheral devices. File system translators will allow GS/OS applications to access ProDOS and ISO/High Sierra CD-ROM files. In addition, there are device drivers that enable communication with almost any kind of input/output device.

And GS/OS is easy to use, allowing many open files and active disks, providing fast and easy copying facilities, and processing interrupts more quickly, making it easier to use high-speed modems. Altogether, GS/OS is a distinct improvement, and one of Ap-

ple's best values ever. Don't wait to get your copy; this is an upgrade worth having now.

**New Integrated Package.** *AppleWorks GS* (Claris; \$299) is also spectacular. The original database, spreadsheet, and word-processing functions are there, of course, and all dressed up with new speed and features, too. There are a spelling checker and thesaurus for the word processor, charts and extended cell formats in the spreadsheet, and far fewer limitations on expanding and revising database files.

And just as Apple has made it attractive to move to GS/OS, Claris is making it hard to resist moving to *AppleWorks GS*. They have a generous upgrade program that lets you move up, at reduced prices from *AppleWorks* 2.1 (\$99), *AppleWorks* 1.0 (\$169), and *Multiscribe GS* (\$149).

Claris has added page layout, draw and paint graphics, and communications capabilities to the new program. *AppleWorks GS* covers all the bases of today's professional productivity needs better than any other program I have seen. In addition, the user interface is icon based, so all this power is easy to dig in and use.

CHARLES H. GAJEWAY can be reached on CompuServe (ID: 73357,3577) or on GEnie (ID: C GAJFWAY).

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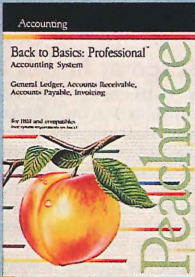
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# Sprint Reviewed

BY STEVE MORGENSTERN

## Get Up to Working Speed Quickly with this Chameleon that Mimics Other Word Processors

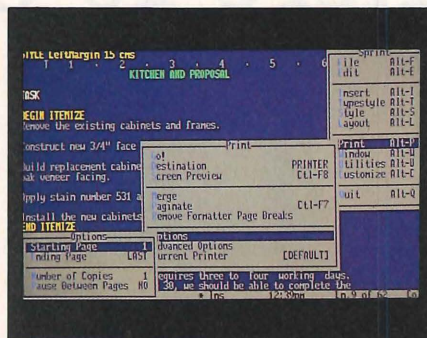
Borland's *Sprint*, a high-end MS-DOS word processor, makes me think of the little old lady from Pasadena: Like her, this program can really go, but at the same time, it's a bit old-fashioned. In fact, *Sprint* boasts several up-to-the-minute features—particularly a unique ability to emulate the command structure and keyboard setup of other, popular word processors. However, *Sprint* divides writing and printing tasks into two separate modules, which can seem primitive by today's word-processing standards.

*Sprint* provides a "clean screen" writing environment: a ruler line at the top and a single prompt line at the bottom, with the rest of the screen available for text. Menus pop up on the screen's right side when you press a function key, and submenus branch off to the left as you make more choices. It's the same system Borland uses in its *Quattro* spreadsheet, and it works very well. But that's not the only way to operate *Sprint*.

### HOW SPRINT EMULATES OTHER WORD PROCESSORS

*Sprint*'s most ballyhooed feature is the already mentioned Alternative User Interfaces. The program comes with easily loaded files that emulate the interfaces—both menu structure and keyboard layout—of most popular, established word processors: *WordPerfect*, *Microsoft Word*, *DisplayWrite*, *MultiMate*, and *WordStar*. *Sprint*'s on-screen appearance does not change when you load an Alternative User Interface. For instance, if you've loaded the *Microsoft Word* interface, the screen doesn't take on the distinctive three-line menu and boxed text area found in *Word*. However, the pop-up menus are reorganized to match the structure and terminology of *Word*, and *Sprint* accepts the other program's keystroke commands.

There are some points where the emulations are not complete, all of which are clearly spelled out in the *Sprint* documentation. The basic idea works, though—a seasoned user of another word processor can sit down



Pop-up menus and submenus make *Sprint* easy to control.

### Sprint

VERSION REVIEWED: 1.0

SYSTEM REQUIREMENTS: 256K IBM PC or PS/2 (384K recommended); two drives (hard-disk drive optional); 5.25- and 3.5-inch

PUBLISHER: Borland International, 1800 Green Hills Rd., Scotts Valley, CA 95066; (408) 438-8400

PRICE: \$200

OVERALL PERFORMANCE: ★ ★ ★

DOCUMENTATION: ★ ★ ★

ERROR HANDLING: ★

EASE OF USE: ★ ★ ★

SUPPORT: ★ ★ ★ ★

at a computer running *Sprint* and, by switching to an Alternative User Interface, start doing productive work in no time flat.

### FLEXIBLE WORD PROCESSING

The concept of user-interface emulation is just the tip of a much larger iceberg in *Sprint*'s design. The program's flexibility surpasses that of any word processor I've ever used. For example, if you frequently use a command that doesn't have a built-in keyboard shortcut, just find the command on the menu, press the Control-Enter key combination, and assign the shortcut you want. You can change any of the preassigned keyboard shortcuts the same way. Of course, when you start adding and switching key combinations, you can easily lose track of what you put where. That's no problem, though, since *Sprint* can compile and print a handy reference list of all the current keyboard shortcuts. Very smart.

*Sprint* can import or export files for all the word processors that have Alternate User Interfaces with most of the formatting intact. Combining keystroke emulation with file

compatibility makes *Sprint* ideal for dealing with files brought home from the office, or handling files created by clients or others outside your company.

The final level of flexibility built into *Sprint* will appeal to the hard-core tinkerer. If you're willing to master *Sprint*'s programming language, you can essentially build your own word processor. Set up your own menu structure, define your own procedures (such as search and replace), and build a system that meets your own distinctive needs. Using *Sprint* as a software Erector Set is a fairly complex undertaking, but all the information needed is in the manuals, and the level of customization available is unequalled elsewhere.

### MORE SPRINT STRENGTHS

Another strength is how *Sprint* works with files. For example, the program will save your changes to disk automatically and frequently (the standard setting is every three seconds) unless you tell it not to. On a reasonably fast hard-drive-equipped computer, you won't even notice the save is occurring. But you'll certainly be glad it did if the power ever goes out—you won't lose more than three seconds' worth of work.

If you work with many files simultaneously, you'll appreciate that *Sprint* can keep up to 24 files open in memory at the same time. You can select the one you want from a pop-up menu, or instantly jump among them using keyboard commands.

When you quit *Sprint*, the program keeps a list on disk of your currently open files. The next time you start the program, it picks up right where you left off, opening the same files. This felt eerie the first few times it happened: Without giving any commands, I had all my current documents loaded. It didn't take long to get accustomed to this convenience, however, and now I wonder why other programs don't do the same.

*Sprint* has most of the features you would expect in a high-end word processor, including a 100,000-word spelling checker and a 22,000-synonym thesaurus, complete footnoting capabilities, index and table of contents generation, mail merge, hyphenation, and glossaries for boilerplate text or keystroke macros. A few functions demand more work than expected—getting a word count, for example, requires a roundabout procedure (you must write a macro in *Sprint*'s programming language). With the well-written manuals, keyboard template, and good on-line help, though, you should



have no trouble accessing most *Sprint* capabilities.

#### PROBLEMS WITH SPRINT

My major reservation about *Sprint* involves the old-fashioned, uncomfortable division between the Editor (for writing) and the Formatter (for printing). Writing and revising documents are handled in the Editor module. You also enter print layout commands in this module; but with the exception of the simplest text attributes, these choices are not reflected on-screen. When you are ready to print, the file is saved and the Formatter module takes over. If there are problems, the Formatter displays error messages indicating what you did wrong and at what

***Sprint* is ideal for dealing with files brought home from the office or handling files created by clients or others outside your company.**

line number the error occurs. Then you have to go back to the Editor, make the correction, and rerun the Formatter.

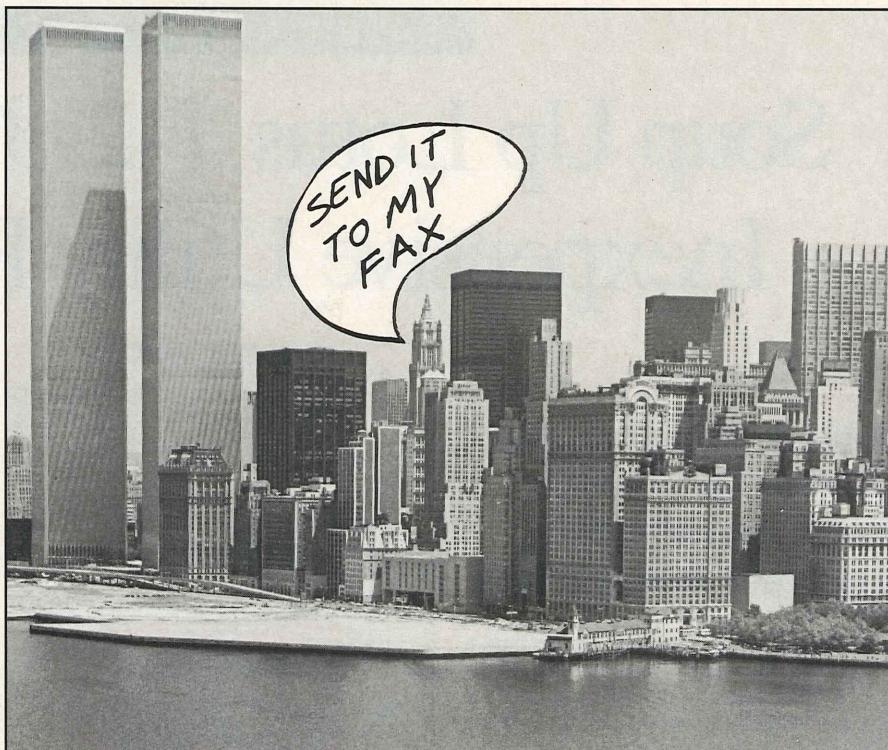
The handling of formatting errors is the program's worst flaw—it's too easy to mess up the formatting codes in your document and too time-consuming and complex to make it right again if you do.

You don't have to print trial pages to see where you went wrong, since there's a print-to-screen preview mode. However, in its biggest program design mistake, *Sprint* only allows you to scroll forward in the Preview mode. Want to go back and see what went wrong a page ago? Sorry—you have to print to screen all over again.

While other word-processing programs (such as Samna's new *Ami*) strive for neatly integrated writing and printing, and a what-you-see-is-what-you-get screen display, *Sprint* bucks the trend—and the trend bucks right back.

#### IS IT A HEAVYWEIGHT CONTENDER?

*Sprint* has a lot going for it—a wonderfully flexible command structure, excellent handling of files from a variety of sources, a trouble-free file-backup system, and a host of powerful formatting commands. Add to this a low price tag and you have a program that could be a real contender in the heavyweight word-processing arena—particularly if the next release improves the printing and the on-screen display of formatted text. ■



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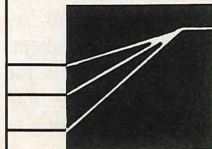
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# Soup Up Lotus 1-2-3 with Five Inexpensive Utility Programs

BY ROBERT KENDALL

## Annotate, Compress, and Compare Spreadsheets, Print Them Horizontally, And Repair Damaged Files

Over the years, Lotus 1-2-3 has become a real seedbed for enhancement programs written by other software publishers. Lotus has also inadvertently stimulated this aftermarket with its sluggishness in bringing out the release of version 3.0.

One of the newest entrants in the enhancement sweepstakes is a set of five 1-2-3 utilities from Simon & Schuster Software ([212] 373-8882), priced at only \$30 each. They let you annotate, compress, and compare spreadsheets, print them sideways, and repair damage done to them. These five utilities are also packaged together as the \$100 *Spreadsheet Toolkit* (along with a sixth utility, *CleanSlate*, that helps you create spreadsheet templates), available from Consumers Software of Santa Cruz, California ([408] 426-7311), the company that wrote the programs.

### REMEMBER THE DETAILS OF YOUR WORK

If you've ever found yourself lost in a complex spreadsheet, you may find *Jot It Down* a big help. It lets you append multiline notes to individual spreadsheet cells and then pop them up in a small window. These could provide useful reminders of the significance of data in a cell or the structure of its formulas. Keeping track of your notes is easy, since a single key highlights all the annotated cells, and you can also call up a list of all cells that contain notes.

*Jot It Down* is useful for flagging cells that you need to correct or fill later. A search function lets you search all the notes for a specified text string, such as "error" or "insert data." Unfortunately, the program won't automatically move your cursor to the annotated cells. It will, however, pop up a list of all the cells containing notes that meet the search criteria and let you edit them one at a time.

ROBERT KENDALL, a computer writer, lives in New Jersey.



### SAVE VALUABLE DISK SPACE

*Tight'n Up* is for anyone whose spreadsheets are consuming disk space at a disturbingly rapid rate. If you have trouble fitting all the work you want on a floppy disk or are running out of room on your hard disk, this utility for compressing files may provide a solution.

Like *Jot It Down*, *Tight'n Up* is memory resident and works from within 1-2-3. Once you engage the compression function, it works invisibly, automatically compressing your spreadsheet files when you save them and decompressing them when you call them up. When compression is turned on, only compressed files appear in 1-2-3's file directory. A pop-up menu makes it easy to turn compression on and off, so you can save or call up files in either format.

In its normal default setting, the compression utility saves all of a spreadsheet. You can further reduce the file size by opting not to save formatting for blank cells. A second option allows for still smaller files by not saving the calculated values of formulas. When you call up the file, the formulas are then automatically recalculated, slightly increasing the time it takes to load a file.

When I compressed a variety of test files—from 5K to 38K—they shrank to 50 percent to 25 percent of their original size, depending on the compression options selected and the contents of the spreadsheet. The utility never failed to work, but the trade-off for the saved disk space is that compressed files take up to twice as long to save and retrieve as normal files.

### COMPARE THE PAST TO THE PRESENT

The third utility, *Check It Out*, provides an easy way to detect differences between two worksheets. When it comes time to check this year's figures against last year's, for instance, or if you want to compare a spreadsheet against the model it was copied from to find an inadvertently corrupted formula, this utility could save you a lot of work.

You select the two files you want to compare and then specify the ranges of cells for comparison. You're shown all the cells that differ in the two files, with the contents of one cell followed by the contents of the corresponding cell in the other spreadsheet. You're shown differences in cell type and format as well. An optional summary report will present only the location and nature of all cell differences. It's too bad, however, that you can't also see cells that are the same, which would make it easier to put the changes in context.

You can compare such details as recalculation settings, printing settings, and named graphs and ranges. This could prove useful if two spreadsheets are behaving slightly differently and you can't figure out why.

Unfortunately, when you display the comparison report on-screen, you can only scroll down, one screen at a time. If you want to browse forward and backward, you'll have to print out the report or save it to disk and call it up on a word processor.

As with the two remaining utilities, you must run *Check It Out* from the DOS prompt. Although this is a nuisance, it does leave more memory free for 1-2-3. It also lets you use these programs with files created by other spreadsheet packages and converted to 1-2-3 format.

### ENHANCE YOUR PRINTOUTS

*Horizontal Plus* is aimed at solving a common problem in printing spreadsheets: The number of columns may exceed the width of a page. Laser printers that can print in landscape format (sideways) and wide-carriage dot-matrix printers can alleviate the problem. But if you have a narrow-carriage printer or work with extremely wide spreadsheets, you may benefit from *Horizontal Plus*.

Like the classic utility *Sideways* (Funk Software), *Horizontal Plus* lets you print a spreadsheet sideways on a dot-matrix print-



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er—giving you, in effect, unlimited paper width if you're using tractor-fed paper. After you've selected a spreadsheet, the program displays it on-screen and lets you use the cursor keys to define cell ranges to print, just as you would in 1-2-3.

*Horizontal Plus* supports nearly 100 printers and offers a single font in 12 different sizes. On the Toshiba P321SL that I used for testing, these sizes ranged from nearly microscopic to somewhat smaller than typewriter print.

The utility lets you set margins, page dimensions, spacing, and row and column headings that will repeat on each page. You can also choose to have each row underlined to clarify alignment. For the adventurous, there's even a facility for editing each character of a font one dot at a time. This allows you to create special characters, such as in a company logo.

### RECOVER LOST DATA

The final member of the 1-2-3 utility quintet is *Rescue Me*, which repairs damaged spreadsheets. If an error is caused by a system glitch when a spreadsheet file is being saved, or if the disk you've saved it on goes bad, you're in for trouble. Not only do you risk corrupted data, but 1-2-3 may not even be able to load a damaged spreadsheet file.

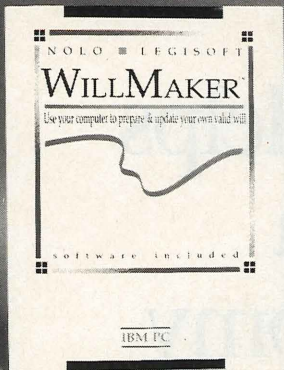
*Rescue Me* restores as much data and setting information as it can and then deletes any unrecoverable material that would render your spreadsheet unreadable. To test the utility, I used a binary file editor to scramble or wipe out different areas of four spreadsheet files. Only one of these corrupted files could be loaded into 1-2-3, and even then the program displayed only a small part of the file after issuing a couple of error messages. *Rescue Me* recovered all the files on the first try, and 1-2-3 had no trouble loading the restored files (although some data were lost).

The program gives you a progress report as it restores your file. Then it reports how much corrupted material it found, if it failed to reconstruct anything, and which global settings were lost. If any data or formatting information is permanently lost, it gives you relevant cell addresses when possible.

### GOOD VALUE, FEWER LIMITATIONS

All five utilities are simple to install and use, and context-sensitive on-line help makes things even easier. They offer a consistent user interface whenever possible. (You can use *Tight'n Up* in conjunction with *Jot It Down* and *Horizontal Plus*, although it won't work with *Check It Out*.) The documentation is generally clear, despite some omissions and occasional discrepancies between what is described and how the programs actually work. All in all, the utilities offer good value for anyone who doesn't want to live with the limitations of 1-2-3. ■





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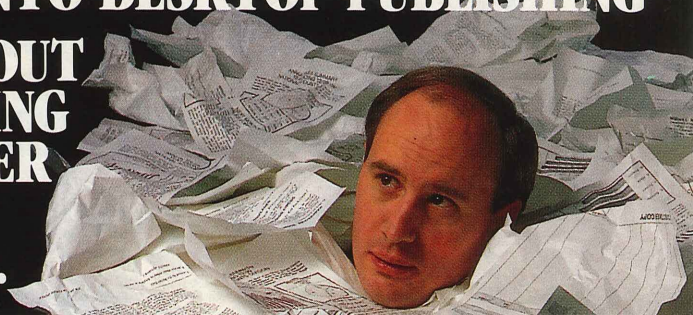
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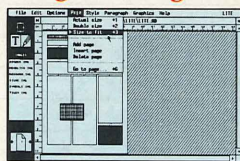
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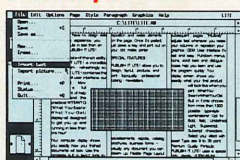
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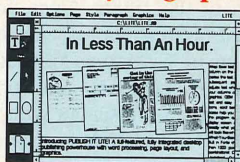
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#### 2 Enter your text:



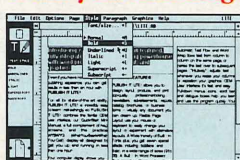
Type in your text with the built-in word processor, or import your text from any program using ASCII text format.

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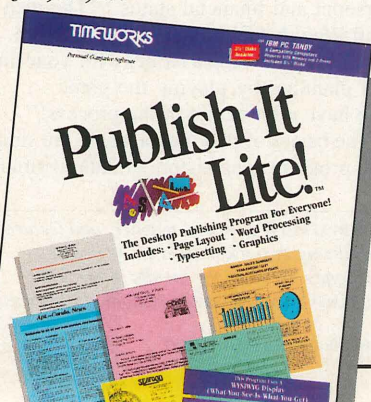
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CIRCLE READER SERVICE 57



# Wealth Insurance Helps You Prepare for a Roller-Coaster Economy

BY NICK MAFFEI

## This New Personal Investment Game for IBM Compatibles Lets You Survive a Depression Without Losing a Penny

What would you do with your money if you knew that our economy was heading for a severe recession or even a great depression in the 1990s? Would you invest in precious metals, stocks, bonds, CDs, or real estate?

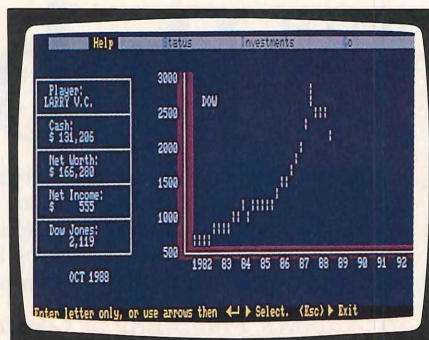
*Wealth Insurance* is a new personal-investment game for IBM-compatible computers that lets you experience severe economic conditions like a depression or a stock market crash without going broke. It is the latest in a series of simulation games from the folks who brought us *Baron* (real estate), *Tycoon* (commodities), *Millionaire II* (stock market), and *Managing for Success* (business).

### A FORECAST OF DOOM OR BOOM?

But unlike the previous games, *Wealth Insurance* does not leave you adrift to gamble with your economic future. It prepares you for it with assistance from Paul Erdman, celebrated author and economist. Erdman wrote the introduction to the game and included a long and gloomy analysis of our present economic conditions. He believes that because capitalism is cyclical in nature, we are facing a severe recession or a great depression in the next decade.

*Wealth Insurance*, he claims, can prepare you for these uncertain times by simulating turbulent economic trends and showing you how these extreme conditions affect your personal and financial status. "The idea behind *Wealth Insurance*," says Erdman, "is to help you develop a strategy for your financial planning by playing the game . . . and also have a bit of fun in the process!"

The basics of playing the game are simple. The program uses historical data to simulate



This graph of Dow Jones averages shows the dramatic stock-market crash of October 1988.

### Wealth Insurance

**PUBLISHER:** Britannica Software, 345 Fourth St., San Francisco, CA 94107; (415) 546-1866

**SYSTEM REQUIREMENTS:** 512K IBM PC and compatibles; CGA, EGA; 5.25- or 3.5-inch disks

**PRICE:** \$40

**COPY PROTECTED:** No

**OVERALL RATING:** ★ ★ ★ ★

**DOCUMENTATION:** ★ ★ ★ ★

**ERROR HANDLING:** ★ ★ ★ ★

**GRAPHICS QUALITY:** ★ ★ ★ ★

**EASE OF USE:** ★ ★ ★ ★

five different scenarios: The Great Depression of the 1930s, The Recession of 1961, The Reagan Boom, The Great Depression of the 1990s, and The Recession of the 1990s.

Since hindsight can help you deal with the first three choices, the real challenge is to survive the impending cataclysm: the recession or depression of the 1990s. Once you have selected one of these scenarios, you are invited to enter your own personal financial data to make the game more realistic.

The first screen you are presented with is the Decision menu. This includes a Status screen, which acts as your personal accountant. It lists your net worth, income and expenses, as well as several economic indicators. The Decision menu also contains an Investment screen, which acts as your investment broker. It offers you the opportunity to buy or sell stocks, bonds, precious metals, real estate, and more.

### WILL THE NEWS BE SUNNY OR GLUM?

You are encouraged to move back and forth between these two screens when making your buying and selling decisions. Once you are satisfied with your investment choices, the game advances three months and you are presented with a Newspaper screen showing current news items from around the world (for example, Japanese Stock Market Crashes, Banks Fail in Europe, USA Announces a Moratorium on T-Bill Interest Payments). This quarterly screen also contains information about events in your personal life (for example, a distant relative died and left you \$5,000 in cash, you've won the lottery, or you've been fired).

These news items and random economic events make it difficult to achieve the objective of the game, which is to have more wealth at the end of the scenario than you had at the beginning. They also make *Wealth Insurance* more interesting and exciting—and not just a game for novice investors. Experienced traders will find that they can use complex strategies like shorting stocks, leveraging real estate, and hedging when responding to the game's capricious economic fluctuations.

### ALL YOU'VE GOT TO LOSE IS YOUR INEXPERIENCE

One feature I particularly like is the Save command. Normally, it is difficult to get too aggressive in simulation games because if you get wiped out and go bankrupt, you have to start over. But *Wealth Insurance* allows you to save a game at any point.

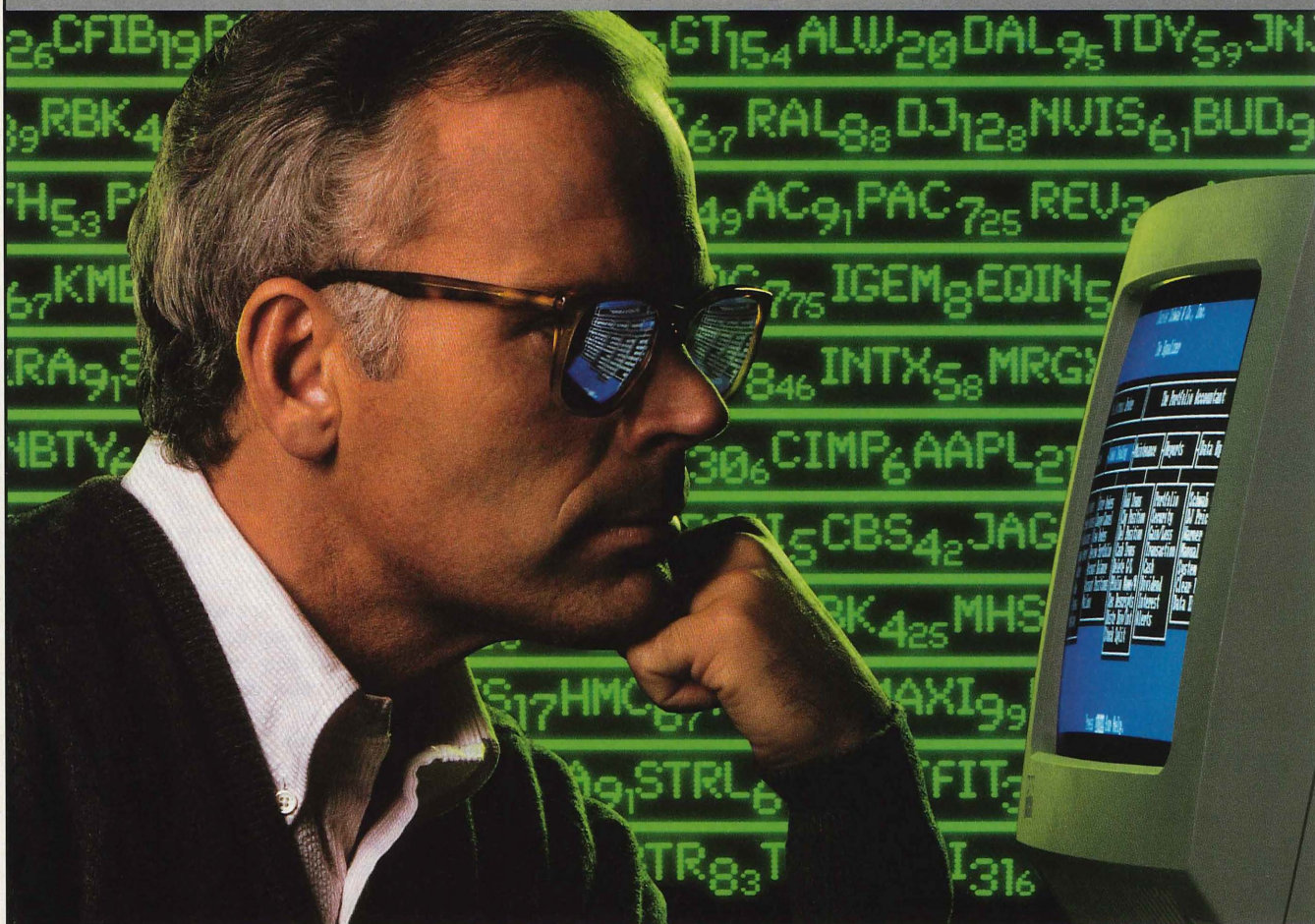
The only drawback to this strategy is that it makes you reckless and overconfident. After the second or third time I went bankrupt, I decided it was time to heed the investment advice that *Wealth Insurance* offers during the course of the game. This advice is usually consistent with the scenario and economic circumstances (buy duplexes to reduce taxes, short selected stocks), and will usually keep you out of serious financial trouble.

So if you're looking for a computer game that is easy to learn, entertaining, educational, has high-risk excitement, and allows you to live through a great depression without losing a penny, then *Wealth Insurance* is the game for you. ■

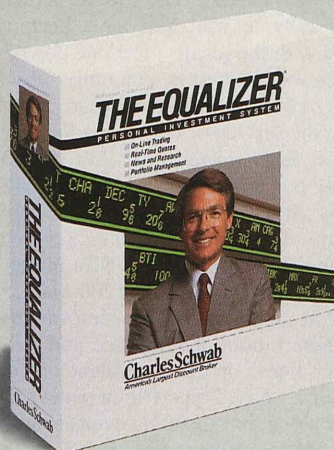
NICK MAFFEI is a writer, teacher, and lecturer specializing in stock-market strategies and techniques. He is on the faculty of the San Francisco State University School of Business.



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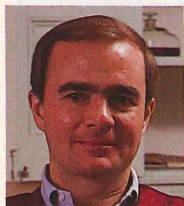
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FHVBC



# Get Info Fast from Electronic Newsletters

BY ALFRED GLOSSBRENNER



If I had a younger brother (which I do) and if he were using his computer to tap on-line electronic databases (which he isn't), I would offer him one single, shining 24-karat piece of advice:

Forget about bibliographic citations, abstracts, descriptors, cascaded codes, and Boolean searches. Those are for information professionals.

If you want to put the productivity-enhancing power of on-line information to work for you and your bank account, I've got one word to say to you: *newsletters*—electronically searchable, on-line newsletters.

## THE VALUE OF NEWSLETTERS

An industry newsletter is a publication that typically consists of six or more typewritten pages and sells for \$100 or more per year. Most successful newsletters that sell for that kind of money have two common characteristics: First, they focus intensely on a single industry, technology, or field of interest. Second, most are written by an individual whose opinions, perceptions, and background qualify him or her as an expert.

Subscribing to an expert's newsletter is like hiring that expert to keep you apprised of what's going on. The expert will go to the trade shows you don't have time to attend and report on important developments.

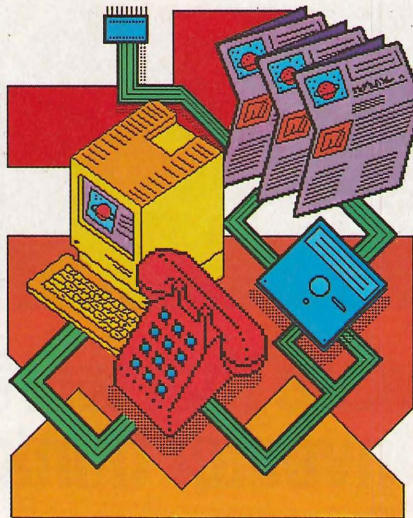
To be sure, newsletters are no substitute for the in-depth research made possible by Dialog, BRS, and other traditional information-industry databases. But often you don't need that kind of academic-journal, scientific-paper, or book knowledge. If you're in advertising, public relations, sales, consulting, or some other information-intensive profession, what you usually need is a quick snapshot of your client's industry or field. And that's what electronically searchable newsletters can give you.

Virtually every industry and field is covered. For a wild and crazy example, imagine you've got a new client or customer in the sludge industry, or one who wants to sell a

product to that industry. You need to get up to speed on sludge fast.

Of course, you could spend a few days at the library, assuming your local library is sophisticated enough to cover this rather esoteric topic. But it would be much easier to fire up your computer and dial your modem.

The key thing is to know where and how to look *before* the need arises. That means, at the very least, obtaining and reviewing the information describing the on-line services that offer newsletters. Ideally, you would also conduct a few sample searches.



Newsletters are stored in full-text format, and you can find them on several systems. Mead Data Central's NEXIS has about 50 newsletters, and Dialog's File 624—McGraw-Hill Publications Online—has about 20.

But the leader in the on-line newsletter field is the NewsNet system. Started in 1982 with 15 publications, NewsNet now has

some 350 newsletters on-line. Over half of these are not available anywhere else. And since they are uploaded to the system directly by their creators, most are available within minutes of leaving the authors' PCs.

Titles cover a wide range of subjects, such as *Access Reports/Freedom of Information*, *China Express*, *Fiber Optics News*, and *Microcomputers in Education*. But you don't need to know a newsletter's title. NewsNet is set up to allow you to search by subject or industry group. Groups include Advertising and Marketing, Aerospace, Chemical, and so on. Each group has a code and includes several newsletters on a given topic.

Thus, to catch up on sludge issues, you would key in SEARCH CH to search the Chemical group. Titles in this group include *Hazardous Waste News*, *Toxic Materials News*, *Sludge Newsletter*, and others. The system will then prompt you for keywords and ask how far back in time you wish to go.

When the search is finished, you can look at a menu listing the stories containing your keywords by headline. Then you simply choose which articles you want to look at, and they will be displayed.

## \$1-PER-MINUTE MINIMUM

I've always found NewsNet to be exceptionally easy to use, and have been very satisfied with the results. The one down side is that NewsNet charges a monthly subscription fee of \$15 (or \$120 for a year), whether you use the service or not. Rates for reading each newsletter range from a low of \$60 an hour (\$1 per minute) to a high of \$252 an hour (\$4.20 per minute), with a one-minute minimum. Time spent searching newsletters and scanning headlines costs \$1 a minute.

That's not cheap, but at 1200 baud, you can obtain a lot of high-calorie information in one minute (about one hundred and ten 65-character lines, or the equivalent of nearly four double-spaced typewritten pages). Only you can judge, but spending even as much as \$30 to \$50 on a NewsNet search can be a good investment for a project you expect to yield \$1,000 or more—provided, of course, that you get the information you really need.

And that's my point. You can spend a lot more time and money searching a traditional broad-scope database and come away with a lot less. Newsletters, in contrast, with their timeliness and tight, intense focus are almost always right on the money. ■

## NEWSLETTER SOURCES

NewsNet, Inc.  
(800) 345-1301  
(215) 527-8030, in Pennsylvania  
Mead Data Central (NEXIS)  
(800) 227-4908

Dialog Information Services, Inc.  
(800) 334-2564  
(415) 858-3785

McGraw-Hill Publications Online  
(212) 512-2000

ALFRED GLOSSBRENNER is the author of *Alfred Glossbrenner's Master Guide to FREE Software for IBMs and Compatible Computers*, and *How to Look it up Online*, both from St. Martin's Press, and many other books.



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In no time at all, you have the confidence and the know-how to work with, troubleshoot, and service every computer on the market today. Indeed you have what it takes to step into a full-time, money-making career as an industry technician, even start a computer service business of your own.

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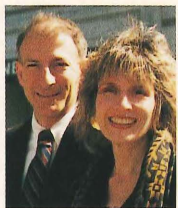
Accredited by the National Home Study Council

155-049



# Conquer Procrastination

BY PAUL & SARAH EDWARDS



With no one looking over your shoulder and no boss prodding you, you may find that working from home provides ample opportunity for procrastination. But having come face-to-face with this foot-dragging monster, we've discovered a number of important reasons why we procrastinate. Once you realize the causes, you can get on with what needs to be done. Here are a few common causes and what you can do about them.

**1. Perfectionism.** In the face of high standards, we're all likely to put off what we don't think we can accomplish. Therefore, think performance, not perfection.

**2. Large, Overwhelming Projects.** When a task seems so large and complex that you don't know where to start, procrastination often results. In a situation like this, break the job into small tasks that will take you no more than 10 to 30 minutes to finish, such as organizing your files or collecting supplies. Once you break the start-up barrier, the work will begin to flow.

**3. Unpleasant Tasks.** When you hate doing something, you're more likely to put it off. Whenever possible, delegate tasks you dislike intensely. If you must do them, focus your attention on how good you'll feel when they're done. Bribe yourself with the promise of a reward when you're finished.

**4. Waiting for the Right Moment.** Sometimes you can procrastinate by thinking "This isn't a good time to do this," or "I can't do this until . . .," or "I'll do this as soon as . . .," or "There's not enough time to really get started on this." When you hear such familiar refrains, it helps to remind yourself that now is not only the right moment, it's the only moment. Tomorrow never comes.

**5. Fear.** Sometimes you put off a job that needs doing because you fear failure or rejection. You might discover that you can't do it. You could fall short of your expectations. You might even fear the successful completion of a goal. Instead of letting fear stop you, ask yourself: What's the worst thing that could happen? If you can live with that, take a deep breath and move on.

PAUL & SARAH EDWARDS are the authors of *Working from Home: Everything You Need to Know to Live and Work Under One Roof* (Jeremy P. Tarcher, 1987). They cohost the "Home Office Radio Show," on Business Radio Network, and operate the *Working From Home Forum* on CompuServe (GO WORK).

When all else fails, try the 10-minute technique from the book *Make Your Mind Work for You: New Mind-Power Techniques to Improve Memory, Beat Procrastination, Increase Energy and More*, by Joan Minninger, Ph.D., and Eleanor Dugan (Rodale Press, 1988). Agree to spend 10 minutes tackling the task you've been putting off. Minninger claims you'll be surprised at how much you get done.

Another approach is to try a new way of thinking about what you have to do. Neil Fiore, Ph.D., author of *The Now Habit: A Strategic Program for Overcoming Procrastination and Enjoying Guilt-Free Play* (Jeremy P. Tarcher, 1989), suggests saying "I

**In telephone and face-to-face communication, how you communicate is more important than what you say.**

choose to" instead of "I have to," and "When can I start?" instead of "I must finish."

For all this, sometimes procrastination is a signal, a way of telling yourself that what you're putting off is not the right thing to do or that it's a waste of time.

**Double Your Equipment Warranties.** Here's a tip for stretching your dollars. We bought a new computer before the first of the year. We paid cash for it, but the day we brought the computer home we got a promotional mailing from MasterCard's Gold Card announcing its new MasterPurchase Extended Warranty program. MasterPurchase doubles the warranty up to an additional year on products you buy with a Gold Card. Since the computer had a one-year on-site warranty, this meant we would get two years of warranty protection by paying for it with MasterCard. So guess what we did.

We substituted a MasterCard charge for our check. The discount dealers in Los Angeles have two prices—a cash price and a charge-card price that is 2 or 3 percent above the cash price. So it cost us some money to charge the computer system. But a comparable service contract would have cost more

than three times as much as the credit-card charge. Now we're covered for no less than six months on the monitor and up to four years on the graphics card.

**Home-Office Vocabulary.** When we speak to groups about home business, invariably someone in the audience raises a question about how to best handle the question, "Where's your place of business?" Should you tell your customers or prospects that you work at home? The fear is that if you tell people you operate from home, they will think you're less businesslike, less professional, and not entitled to charge top prices.

Sometimes this fear is communicated in the voices of people who operate home businesses. In talking about their businesses, they lower their voices and say in an apologetic tone, "Well, I work out of my home." This defensive communication creates the very doubts the home-worker wishes to dispel.

There are two aspects to talking about a home office. The first is the vocabulary you use to describe a home business. The second is the way you express yourself. Both can help or hurt your image.

Nick Sullivan, a senior editor of HOME-OFFICE COMPUTING and a home-worker himself, points out that instead of saying "I work at home," a person can say "I've got a home office." That puts the emphasis on *office* instead of *home*, and sounds more businesslike.

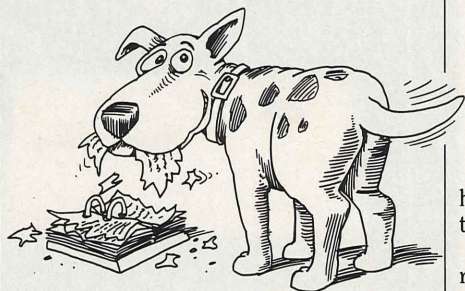
We like saying we have a home office for another reason: Every major corporation has a home office. Well, so do we! We don't spend all our time stuck at home; the home office is our headquarters. We find that having a phrase that trips off our tongues is helpful in sounding matter-of-fact.

Even more important than what you say is how you say it. Research by Albert Mehrabian of the University of California at Los Angeles has determined that on average the words we use account for only 7 percent of the impact we have on other people. Thirty-eight percent of our impact—whether we're believed, liked, trusted—is made by our tone of voice. Over half (55 percent) of our impact on other people is communicated through our gestures, posture, and facial expressions. So in face-to-face and telephone communication, how you communicate is more important than what you say. In other words, the music drowns out the words. Expressing yourself with confidence and conviction vocally and visually will increase your effectiveness. ■



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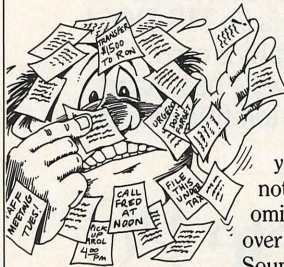
**It's 9 A.M. Do you know where your meeting is?**



In fact, most of us are so busy that important phone numbers can end up scribbled on matchbook covers, crumpled envelopes or pay stubs. And the one thing we forgot to put in the briefcase last night is the list of things to do this morning.

Not only will MemoryMate organize all your random information for you, it will also automatically remind you each day of what's on your agenda and who you're supposed to call.

You know those little yellow sticky notes? They're great for putting reminders right where they should be. But then they get buried, along with the rest of your important notes, lurking in ominous piles all over your desk. Sound familiar?



## The truth about executive search.



Now it's time to follow up, but you can't remember the guy's name. Fortunately you wrote everything down in MemoryMate. As quickly as you can type "Hawaii"—or any other word in your notes—MemoryMate will search its entire contents until the record you want appears on the screen.

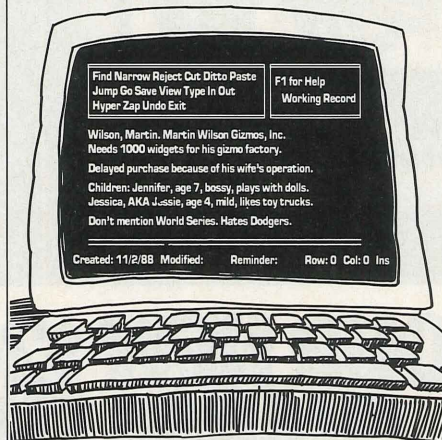
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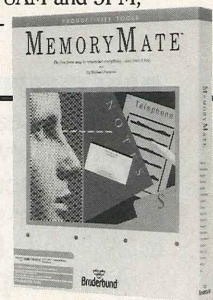
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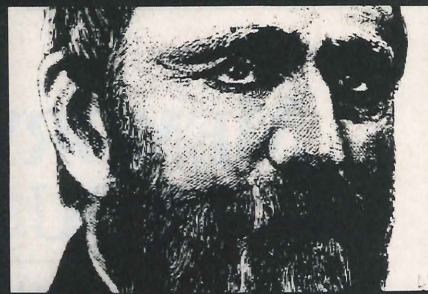
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CIRCLE READER SERVICE 60



## DESKTOP-PUBLISHING

REPORT

# Sell Yourself—With a Newsletter!

**S**omewhere between 500,000 and one million newsletters are published in the U.S., estimates Howard Penn Hudson, president of The Newsletter Clearinghouse, a newsletter-tracking firm in Rhinebeck, New York. Only 4,000 of these are paid-subscription newsletters, which are distributed to the reader for a fee—often a large one. They tend to be narrow in focus, geared to keeping readers abreast of news and trends in their ever-changing professions or hobbies.

But, thanks to inexpensive desktop-publishing tools, more people are publishing newsletters as promotional tools and distributing them for free, or for minimal fees (see also, "Desktop-Publishing Software"). Non-profit groups, independent professionals, and small firms obviously don't count on these newsletters to produce income (though they're often lucrative), but to generate more business. Newsletters are a way for professionals to let clients and potential clients know who they are and what they do, without slugging them over the head with a hard-sell ad campaign.

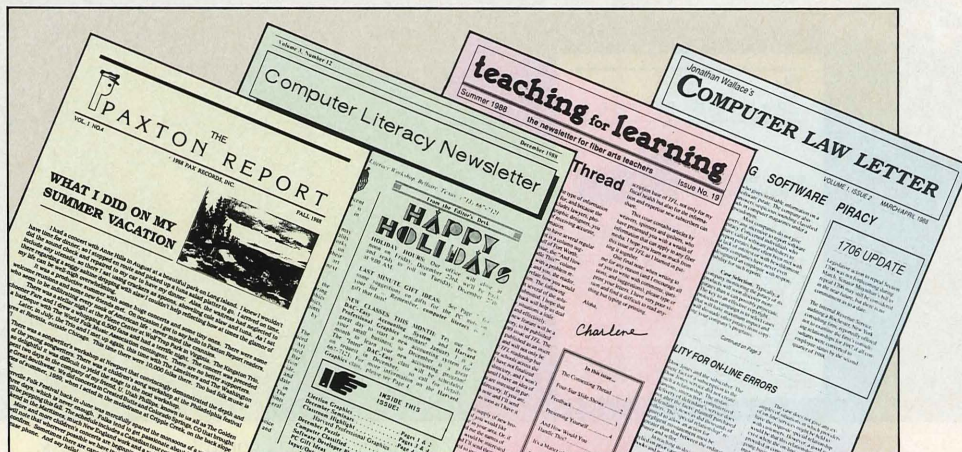
Why is a newsletter such an effective form of promotion?

- A newsletter informs; it does not advertise. As publisher, you appear to be dispensing information, rather than selling something. In fact, you are selling yourself.
- Because a newsletter provides timely information, it can help establish you as an expert in your field.
- Because you distribute a newsletter regularly, you can use it to develop an ongoing relationship with your readers.
- A newsletter is distributed to a carefully developed mailing list; your marketing dollars are well spent.
- Writing a newsletter may let you open the door to otherwise impenetrable places. It may be difficult to call presidents of companies to ask for business, but by mailing a copy of your newsletter, you can show them that you're knowledgeable and worthy of their attention. You can even call prospective clients and interview them.

ROBIN RASKIN wrote "Presentation Graphics" in the April 1988 issue.

## Using Common Desktop-Publishing Tools, Small Businesses and Individuals Promote Themselves to Targeted Audiences

BY ROBIN RASKIN



These newsletters brought new customers, clients, and fans to four independent professionals.

### INFORMATION PROFESSIONALS

According to Howard L. Shenson, a California-based marketing consultant who teaches his clients how to write newsletters (and has produced audiotapes on the process; see "Resources"), the professionals who get the most out of self-published, promotional newsletters are people in service businesses—doctors, lawyers, consultants, designers, accountants, public-relations personnel, and trainers. These people deal with information, and the newsletter is a "classical form of information," says Shenson.

As with other types of promotions, trying to figure out what effect a newsletter has on a business can be difficult. "A certain percentage of newsletter writers can track direct sales to the newsletter, but probably 65 percent don't really know how the newsletter affects their business," says Shenson. Although the newsletter writers we spoke with couldn't always quantify their business growth, all felt they were gaining public

recognition and could attribute some increase in business directly to the newsletter.

Of course, a newsletter takes more effort than some other forms of advertising or promotion. You need to be able to write, create attractive page layout, maintain a mailing list, and handle printing and distribution. But, don't let the word newsletter scare you off. Some of the best newsletters are one-page sheets printed on both sides; they are not lavish, just newsworthy and informative.

We spoke with many people who use desktop-publishing software to produce their own newsletters. None of them had any previous experience writing, publishing, or printing. Each of them has invested significant amounts of time into creating their newsletters, and their careers have benefited because of it. Each said that newsletter production became fairly automatic (even enjoyable) once the initial issue was out the door. And each offers some compelling reasons to start your own presses rolling.







# Consultant Communicates with Clients

## SNAPSHOT

**Margaret Luellen, Bellaire, Texas**

**BUSINESS:** The Computer Literacy Workshop

**NEWSLETTER:** Computer Literacy Newsletter

**AVG. NO. OF PAGES:** 8

**SCHEDULE/SUBSCRIPTION FEE:** Monthly, \$14.95 per year

**CIRCULATION:** 1,200 to 1,500

**EQUIPMENT:** IBM PC, Hewlett-Packard LaserJet Series II with Font cartridge F (required for PFS:First Publisher)

**DTP SOFTWARE:** SPC's PFS:First Publisher

**APPROX. PRODUCTION COST/COPY:** \$.46

**BENEFITS:** By including a monthly contest in her newsletter, Luellen learns about her readers' needs, which allows her to better target her business mailings, and tailor her coursework.

In 1983, Margaret Luellen began a computer training and consulting firm from her dining-room table. She was fueled by her own frustration with computer tools and felt she could ease the steep learning curve for others. Today, Luellen's firm, The Computer Literacy Workshop, is one of the Houston area's top consulting firms; its clients include Continental Airlines, Exxon, and many medium-size businesses.

Since 1986, one of the most satisfying aspects of her business has been her monthly newsletter, *Computer Literacy Newsletter*. Started when Luellen was searching for a vehicle to communicate with clients, *Computer Literacy Newsletter* is an eight-page hotbed of tricks and tips for computer users.



Although the original newsletter was one page folded in half (for mailing), the moment it was distributed Luellen became a local authority. "That first issue had a piece on technostress that was prompted by my visit to the eye doctor for eye fatigue," says Luellen. The local radio station picked up on the piece, and Luellen was interviewed. "I couldn't believe it. I didn't even think anyone would read it and suddenly I was being interviewed." She also recalls, somewhat sheepishly, that the first issue came out entirely in bold. "I simply couldn't figure out how to print it in normal print."

The newsletter, written and produced entirely by Luellen, exudes personality. Each issue offers tips and techniques for popular programs, product reviews, tutorials to help users understand their software needs, and

editorials addressing effective company strategy. Mixed in are CLW's course schedules and fees—some mighty important information.

Most important, Luellen ensures feedback from her readers by including a monthly computer-related puzzle, with prizes awarded to the winners. One issue offered a prize for the best computer joke, another included a trivia quiz based on back issues. Luellen includes a questionnaire with the contest entry that explores readers' personal computer use and training needs, thereby providing her with important marketing information. "We study these responses very carefully and use them to maintain our database," says Luellen. "For instance, if we're planning an editorial on *dBase*, we know whom to send the issue to; we also know which courses to add to or subtract from our course offerings."

Luellen is constantly expanding her mailing list, often trading lists with clients and also getting lists from the local chamber of commerce. Students enrolled in her training classes get a free three-month subscription, as do potential clients.

Although she owns and teaches clients how to use *Ventura Publisher*, Luellen uses *PFS:First Publisher*. The program earns its keep between production schedules, since Luellen uses it to craft layouts for print ads as well. When she compares her time and expenses to more traditional advertising fees, she's convinced it's a cost-effective endeavor. "A newsletter stands apart from junk mail," says Luellen.

# Teacher Builds a Reputation

## SNAPSHOT

**Charlene Anderson-Shea, Kaneohe, Hawaii**

**BUSINESS:** In Stitches

**NEWSLETTER:** *Teaching for Learning: The Newsletter for Fiber Arts Teachers*

**AVG. NO. OF PAGES:** 8

**SCHEDULE/SUBSCRIPTION FEE:** Quarterly, \$12 per year

**CIRCULATION:** 150

**EQUIPMENT:** Macintosh II, LaserWriter IINT

**DTP SOFTWARE:** PageMaker, Microsoft Works

**APPROX. PRODUCTION COST/COPY:** \$.85

**BENEFIT:** Since becoming the editor of TFL, Charlene Anderson-Shea has gained visibility in her field and has taken on more teaching and writing jobs.

For the last six years, Charlene Anderson-Shea has taught fiber arts (how to work with textiles). She runs a shop, In Stitches, out of her home in Kaneohe, Hawaii, a suburb of Honolulu. Naturally, there are only so many



potential fiber-arts students and shoppers in the Kaneohe vicinity. After a while, Charlene felt that her business had stagnated.

To expand her teaching horizons and put

some zip into her business, Anderson-Shea undertook the production of a newsletter called *Teaching for Learning: The Newsletter for Fiber Arts Teachers*. When she took over the newsletter (from a colleague who chose to pursue other interests), it had about 60 readers. A little over a year later, both the newsletter's subscription base and Anderson-Shea's reputation as a fiber-arts instructor have grown considerably. *Teaching for Learning* is distributed to 150 fiber-arts teachers throughout the United States, Canada, Africa, Australia, Europe, and Asia.

As editor, Anderson-Shea is invited to lecture and teach. She recently returned from lecture tours in California, Pennsylvania, and Chicago. "When I submit articles to magazines, they are more likely to accept them because they are familiar with my name," says Anderson-Shea.

Before Anderson-Shea took over the newsletter, it was printed on a daisy-wheel printer and the layout was done manually. Anderson-Shea, armed with a Macintosh and



PageMaker, immersed herself in the arts of page layout and typesetting, learned how to talk shop with the local printers and how to maintain a database of subscribers.

TFL is published quarterly, with a nominal subscription fee of \$12 a year. The price covers the costs of printing and mailing, and now Anderson-Shea even makes a small profit. Many experts contribute to the newsletter in exchange for free advertising. The

newsletter comes three-hole punched; Anderson-Shea offers a binder for \$10.

In every issue Anderson-Shea discusses tips for teaching, lists important resources for fiber-arts teachers, explores tools of the trade, and provides a back-of-the-newsletter clip-out utility (a spinning-materials checklist, for example) to help her readers get organized.

Anderson-Shea says she enjoys writing the

newsletter and has developed a style she feels is informative but friendly. "It was intimidating at first, especially because I followed an editor who was very well liked and respected, but the feedback to my issues has been good and I look forward to writing each one." Anderson-Shea admits she's spent countless hours refining the newsletter but says, "The second newsletter came a lot faster than the first."

# Lawyer Finds New Clients

**SNAPSHOT**

**Jonathan Wallace, New York, New York**

**BUSINESS:** Attorney specializing in computer law

**NEWSLETTER:** *Computer Law Letter*

**AVG. NO. OF PAGES:** 4

**SCHEDULE/SUBSCRIPTION:** 6 times a year, \$50 per year

**CIRCULATION:** 900

**EQUIPMENT:** IBM PC, Qume Laser printer

**DTP SOFTWARE:** Ventura Publisher

**APPROX. PRODUCTION COST/COPY:** \$.09

**BENEFITS:** Wallace attributes the acquisition of several clients to his newsletter.

If you want a newsletter, but the thought of spending a few days a month producing one sounds like too much work, you can follow Jonathan Wallace's lead. He does the writing and leaves production to a pro. Wallace has a busy schedule. He has a

thriving private practice in computer-related law, he's an author (*Understanding Software Law*, The Alfred Company, 1984, and *Syslaw: The Sysop's Legal Manual*, LLM Press, 1988), and he's an assistant operator of the Lawyers' Forum on CompuServe. "I enjoy

PHOTOGRAPH BY JOEL WHITE



writing and feel it's a good way for a lawyer to publicize his work, but I wasn't interested in upgrading my computer system to handle desktop publishing or spending months learning a desktop-publishing program."

That's why he hired Sarah Stambler, whom he "met" on CompuServe, to produce his newsletter. "You hire a maid because you'd rather spend your time doing something other than cleaning," says Stambler. "You hire me for the same reason." Stambler's company, TechProse, which specializes in electronic marketing, helped Wallace create the design and set up a distribution method, and essentially became the publisher of the bimonthly newsletter.

Wallace's newsletter is sophisticated and informative. Legal issues such as software piracy, look-and-feel suits, liability for on-line error, and contractual agreements for

software make the newsletter a compelling read. The inside page includes Wallace's digitized photo and a bio.

Stambler charges about \$1,000 per issue. With a staff of consultants and graphic designers, she helps her clients select the right image, page size, logo, paper stock, and production schedule. She also steers clients toward optimal direct-mail and direct-marketing techniques. "Because this is my business, I know where to go and how to get it done," says Stambler. "Often, I save my clients money."

Says Wallace: "I can attribute quite a few of my clients directly to my newsletter. The other day a fellow I'd met at a business meeting and sent the newsletter to came into my office with a legal matter to discuss and told me explicitly that he had come because he read and liked my newsletter."

## LAW OF LARGE NUMBERS

Independents who publish newsletters can give clients a sense of being served and catered to by an expert. This added-value service can be a good way to hold on to or expand an existing base of business. But independents who continually refine their mailing lists to add new names may find, as Wallace did, that their newsletters bring in new business.

"It's the law of large numbers," says Howard Rheingold, a writer who started publishing the newsletter *Brainstorms* on the advice of a marketing friend. "It's the number of people times how often they see your name times the chances that they might have some work for you." Rheingold's number theory came into play when he put out his first one-page newsletter, which landed him a \$15,000 writing project.

# Before the Presses Roll . . .

## *Tips on Newsletter Publishing*

Publishing your own newsletter requires you to be a jack-of-all-trades. Here are some points to consider before you start the presses rolling:

**Attract Attention.** The average business executive in this country receives more than 50 promotional pieces a week, according to Howard L. Shenson, a California-based marketing expert. You have less than one second to capture the executive's attention. To ensure that your message doesn't wind up in the wastebasket, you need to make all the elements of a newsletter—artwork, layout, envelope, and paper stock—work to get your message across.

**Narrow Your Subject.** Focus on a narrow subject and stick with it. For example, there are already many newsletters on computers, so pick a more specific subset such as CD ROM or artificial intelligence and you'll probably attract more attention.

**Choose an Editorial Format.** Will you report news, offer opinions, or instruct people how to do something—or will you mix formats? Once you establish a style, stick with it.

**Set a Distribution Scheme.** The post office has a variety of bulk-mailing and special postage rates. Visit the post office and talk to a representative before you make a distribution decision.

**Find a Print Shop.** Unless your mailing list is very small, you probably shouldn't use your own printer to print each copy of your newsletter. Visit various printers and get price estimates. Perhaps you want to use your own laser printer to produce a master copy for offset printing. If you don't have a laser printer, investigate print shops that are

equipped to print the contents of your disk. Ask all printers if they provide extra services such as collating, folding, and stapling.

**Prepare a Backlog of Material.** Develop a year's worth of topics before you start writing a newsletter. That's one good way of finding out whether or not there is enough to say about your subject.

**Choose an Appropriate Length.** The best newsletters are short and to the point. One page (front and back) gets read immediately, longer newsletters may get shelved and read later, if at all. But longer newsletters give you more space to list your products and services, or run quizzes or contests to learn more about your readers.

**Consider Bounce-back Schemes.** Many newsletters have coupons, bingo cards

(where you circle a number to indicate your choice), and other enclosures meant to elicit a response from the reader. If readers must find their own envelope and stamp to reply, you are less likely to hear from them. On the other hand, including stamped return replies can be expensive. A good alternative is to use business-reply cards, which you pay for only when you get a reply. Inquire at the post office for details.

**Set a Production Schedule.** You've got to live with your own deadlines, especially if you charge a fee for the newsletter. You must commit to the recurring expense of writing, producing, and mailing the newsletter. Remember that the more frequently the newsletter is published, the more it will cost you, especially if subscriptions are free.

**Set a Price.** Decide if you will charge for your newsletter. You can always begin with free distribution and reevaluate later. Be flexible; even if you charge a fee, it's good to distribute some copies free to make new contacts and keep good clients. If you don't have the time to produce a newsletter and must hire out, you may want to charge a fee to cover the costs.

**Maintain Your Mailing List.** The least expensive way to launch an effective mailing is to mail to your own clients and other potentially interested parties you know about. However, you can supplement your list with commercially available mailing lists (see "Use the Mail to Build Your Business," in the March issue). Often your local chamber of commerce will have lists available as well. And be sure to send complimentary copies to key people in your particular field. ■

## RESOURCES

*How to Start and Promote Your Own Newsletter for Profit And/or Personal Image Building*, Howard L. Shenson, 20750 Ventura Boulevard, Suite 206, Woodland Hills, CA 91364; (818) 703-1415; \$79 for three cassettes and handbook.

Shenson doesn't focus on computer techniques, but he offers strategies for selecting a topic, a name, a production schedule, and how to figure out costs and build a subscriber base.

*Publishing Newsletters*, Howard Penn Hudson, Charles Scribner & Sons, originally published 1982, revised in 1988; \$12.95.

This book from the president of the *Newsletter Clearinghouse* provides a step-by-step guide for creating and marketing a newsletter. The revised edition contains information on desktop publishing.



# Desktop Publishing Software

## A Performance Comparison of 13 Programs, Including PageMaker, Ventura Publisher, Publish-It!, Byline, and Ready,Set,Go!

BY LESLIE SIMONS

In 1985, buying desktop-publishing (DTP) software was a snap. The reason? Few programs were available: *PageMaker* from Aldus and *Ready,Set,Go!* from Manhattan Graphics (now from Letraset USA) were the only ones—and they were available only for the Macintosh. Today, DTP programs abound on nearly all systems. One aspect of DTP remains unchanged, however: Each program, no matter what its design, promises a faster, less expensive way to produce better-looking business publications—such as newsletters—than doing it by traditional methods.

So how do you tell which program is right for you? Use this overview for your initial comparisons. You'll find descriptions of basic DTP features—plus highlights of 13 popular programs for both Macintosh and IBM-compatible systems.

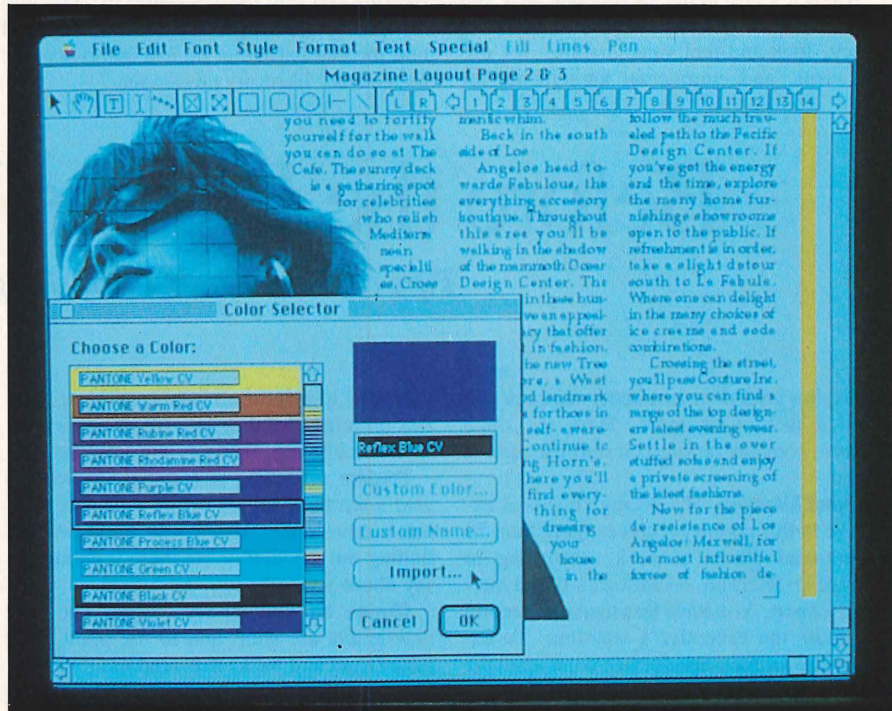
### ASK BEFORE YOU START

Before you test several DTP programs, take some time to assess your needs.

- What types of materials do you want to produce, and what level of quality do they require?
- How much do you already know about publication design, layout, and production? What are your current skills? What page-design skills are you willing to learn?
- How much time can you invest in learning a new program?
- How much does it cost to start desktop publishing? Besides the price of the program, consider "hidden" costs such as the mouse, graphics board, computer memory (RAM), hard disk, monitor, and printer.

Also, look at your existing software—you may already own programs capable of performing some publishing tasks. For instance, nearly any word-processing or drawing program for the Mac can produce simple business forms and flyers. On the MS-DOS side, you can use Microsoft *Windows* with *Win-*

*As a freelance writer and editor in Seattle, Washington, LESLIE SIMONS has been involved with desktop publishing for several years. She wrote the Getting Started manual for Aldus PageMaker 3.0.*



*Ready,Set,Go!'s use of Pantone colors—a standard for color reproduction—places it in the top class of desktop-publishing software.*

*dows Paint* and *Windows Write*—or a GEM system with *GEM Write* and *GEM Paint*—to perform similar DTP tasks. Also note that high-end word processors, such as Microsoft *Word* and *WordPerfect 5.0*, can handle some DTP tasks—flyers or simply formatted newsletters, for example.

### BASIC DTP FEATURES

Although prices and capabilities range widely among DTP packages, several features unite these programs as a software family. Here's a quick checklist of the most common features and their benefits:

**Page Layout.** This set of features helps you sidestep many manual pasteup tasks. For instance, a master-pages function lets you design a standard layout, like a template, for every page in your document. Master pages indicates the precise location of elements that repeat on every page: page numbers, logos, ruled lines, and the like. Page viewing scales let you view specific pages at varying sizes.

Measuring rulers and guides, column guides, and "snap-to" commands help you create multiple columns and grids, then align text and graphics precisely on the page.

**Typography and Text.** The more precise and flexible your control over text, the more professional looking your printed materials will be. As a group, these features help you define type sizes, fonts, and styles (italic, bold, underline, and small caps, for example). You can make text flow through documents and around graphics automatically. Controls for kerning, letter spacing, and leading let you define the amount of space between letters, words, and lines of text respectively. Look for a range of word-processing commands, including search-and-replace, and a spelling checker.

**Style Sheets and Templates.** Style sheets are a collection of definable text-formatting attributes such as margins, type style, and line spacing that you apply to specific kinds of text: body text, headers, footers, headlines,



captions, long quotations, and so forth. You can define each style format once, then apply it repeatedly throughout your document. Several professional-level DTP programs contain their own style sheets, and most will import style sheets already created in your word processor. A template combines the graphic and text formats of an entire document, saved for repeated use. Some DTP programs supply preformatted templates and/or let you create your own. Templates can save you time while assuring a consistent, professionally designed appearance.

**Importing Text and Graphics.** How many software applications and graphic formats does a DTP program support? Does it import formatted files from your word processor and unformatted files from your database or spreadsheet? Most DTP packages will import paint-type and draw-type graphics files. For highest-quality graphics, look for EPS (Encapsulated PostScript) file format support. If you want to use photographs, look for TIFF (Tagged Image File Format) scanner-file support.

### THREE TYPES OF DTP PROGRAMS

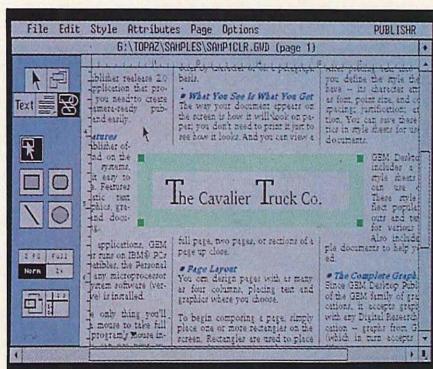
After you examine a program's basic features, take time to consider its overall feel. Go to your dealer, or perhaps a users' group, for a hands-on demonstration. As you look at the programs, notice the different page-layout models. There are basically three:

**Frame-based.** Programs such as *Publish-It!*, *QuarkXPress*, *Ready, Set, Go!*, and *Ventura Publisher* are all frame-based. Each requires that you define the shape of a text block, or the size of a graphic, by drawing a box, or frame, on the page. In fact, with slight variations, the majority of DTP programs share this layout model. Once a frame is defined, you can import materials to fill the space. Frames can be stacked on top of one another, so that you can, for instance, have text captions overlaying photographs and illustrations. Because this model is so common, it's a smart choice for growing businesses: Start with an inexpensive, easy-to-learn program. After you master the model's interface, and as your DTP needs grow, you can upgrade more easily to powerful programs that use the same model.

**Freeform.** *PageMaker* uses a variant of the frame-based layout model. When you lay out pages with this program, you can drag the mouse to define the size of the space your text or graphic will fill. You are basically creating a frame, but it's invisible. As you import materials, you simply position the icon representing your file on the page, then click. Many graphic designers prefer this model because it leaves the page visually less cluttered. It also seems to encourage a greater degree of experimentation: Because you don't see the frames, you feel free to "lift" text and graphics and shift them about on the page, much as you would at a traditional pasteup table.

**Idiosyncratic.** Of the products reviewed

## With an investment of time and imagination, you can create a unique look for your business—an identity that sets you apart from the competition.



The easy-to-operate, point-and-click GEM interface helps you get up to speed quickly with GEM Desktop Publisher.

here, *PFS: First Publisher* and *Byline* stand apart because of their unique layout models. *PFS: First Publisher's* page appears almost like a lined notepad, on top of which you lay your text and graphic elements. With *Byline*, the page appears on-screen with a list of formatting attributes to the side. Both programs have supporters, but they provide limited opportunity for continuing technical support via trade magazines or users' groups.

After you've examined each program's layout model, check for comprehensive, friendly, on-line help features. Next, take a quick look at the documentation; see how easy or difficult it is to locate information. Make a note of the software applications and hardware the program supports. (Does it support your programs and equipment? Will it print to PostScript laser printers and typesetters?) Review the installation procedures; some are more time-consuming than others. Also, ask other users about the publisher's reputation for technical support and extended training. If the program is popular, you'll find a wider selection of third-party products and services.

### HOW THE PROGRAMS WERE JUDGED

For the purpose of this article, the DTP programs have been divided into three categories—start-up, intermediate, and professional levels—for two systems, MS-DOS and Macintosh. The three divisions were based on five criteria: price, performance, ease of use, font availability, and laser-printer support. That explains, in part, why the categories have a wide price range. Some programs are overpriced by recent market

standards—still offering yesterday's features at premium prices. As DTP continues to grow, you'll find more low- to medium-priced programs with increasingly sophisticated interface, page layout, and type-control features.

### START-UP LEVEL

## ★ EDITORS' PICK ★

**Publish-It Lite!** (v1.0; \$60). For all its limits, this is a great starter program with a bargain price tag. *Publish-It Lite!* inherits a graceful, GEM-based design from the more powerful *Publish-It!*. *Lite's* text-formatting and page-layout features are simplified to produce limited, four-page publications. The package comes with three fonts—Dutch and Swiss (equivalent to the popular Times and Helvetica fonts) and Bullets. There's one catch: To print to laser printers, you must pay for an additional laser accessory pack. Nevertheless, *Lite* is an inexpensive introduction to a sometimes complicated process and a package with growth potential. For example, if you need more features, you can upgrade to *Publish-It!*. *Timeworks, Inc.*, (312) 948-9200. System requirements: 512K IBM PC, PS/2 (640K required for EGA or Hercules); two drives (hard-disk drive optional); mouse recommended; CGA, MCGA, EGA, Hercules; DOS 2.1 or higher; dot-matrix printers.

**PFS: First Publisher** (v2.0; \$129). The popular *PFS: First Publisher*, one of the first start-up-level DTP programs, is well supported by its publisher. It may, however, receive stiffer competition as inexpensive programs with more sophisticated graphics environments (*Publish-It Lite!*, for instance) appear on the scene. *First Publisher* features a unique graphics orientation, treating each page as a writing tablet with horizontal rules, or baselines, on which you place and align your text. If you already use other *PFS* packages and want to expand your capabilities with this family, consider *First Publisher*. Otherwise, this program seems less intuitive and more difficult to learn than others. *Software Publishing Corporation*, (415) 962-8910. System requirements: 512K IBM PC, PS/2; two drives (hard-disk drive optional); mouse recommended; CGA, EGA, Hercules; DOS 2.0 or higher; HP LaserJet, PostScript laser, and dot-matrix printers.

**Springboard Publisher** (v1.06; \$200). Easy to learn and use, *Springboard Publisher* has good potential for family or light office use. It can help you produce many small publications, from memos to flyers, and *Springboard* supports its product with a variety of clip-art packages. Nevertheless, *Springboard Publisher* lacks professional-quality design features. For example, its page-orientation feature supports only letter- and legal-size paper formats. Limited PostScript support also keeps this a start-up-level program. Oriented toward printing on the dot-matrix



ImageWriter (although it will work with a laser printer), the program does not import TIFF or EPS graphic file formats, so you cannot get highest-quality images. Typographical controls (kerning, letter spacing) are rudimentary. Clear documentation will get you up and going, but is a bit thin on technical detail. The program is now also available for 640K MS-DOS machines at \$130 and the 128K Apple IIe/IIc/IIgs at \$140. *Springboard Software, Inc.*, (612) 944-3915. *System requirements: 1MB Macintosh; two drives (hard-disk drive optional); System 4.2 or higher; laser and dot-matrix printers.*

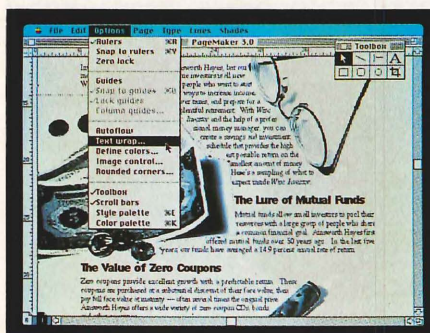
## INTERMEDIATE LEVEL

### ★ EDITORS' PICK ★

**Publish-It!** (v1.12; \$200). The best of the intermediate-level MS-DOS programs for all-around performance and price, *Publish-It!* equips you with a well-rounded array of layout, typographical, and word-processing controls. It allows an unlimited number of imported graphics and stories per document, and provides master pages, so each page can be identical in layout. You'll also find search-and-replace text features and variable line, word, and paragraph spacing. *Publish-It!* imports graphics from *PC Paintbrush*, *GEM Draw*, *GEM Paint*, and *Lotus 1-2-3*. Pages can be laid out vertically or horizontally. You also can create style sheets and templates. Even though not appropriate for publications requiring color or photographs, *Publish-It!* is a much less expensive, very competent alternative to *Xerox Ventura Publisher*. *Timeworks, Inc.*, (312) 948-9200. *System requirements: 512K IBM PC, PS/2 (640K required for Hercules, EGA, or VGA); two drives (hard-disk drive recommended); mouse recommended; CGA, EGA, VGA, Hercules; DOS 2.1 or higher; HP LaserJet, PostScript laser, and dot-matrix printers.*

**Byline** (v2.0, \$295). Version 1.0 of *Byline* was different than all other DTP programs: It was entirely keyboard-driven, so you could not control it with a mouse. Now, in the enhanced version 2.0, *Byline* works with most popular mice (Microsoft, Logitech, and Mouse Systems). *Byline*'s side-by-side screen orientation displays each working page plus a list of user-defined formatting attributes. You add text to the page with the text editor, or you import text from a variety of word processors. Highlight your words, too, since version 2.0 lets you shrink, stretch, invert, or rotate lines of text. You can also import graphics; originally limited to paint-type and .PIC file formats, *Byline* will now import graphics in *GEM*'s .IMG format and business graphics from *Ashton-Tate's* own *Chart*-, *Diagram*-, and *Sign-Master* programs. Finally, *Byline* will import files from *Lotus 1-2-3* and *dBase*. Since you can also merge print documents using data

## As desktop publishing continues to grow, you'll find more low- to medium-priced programs with increasingly sophisticated features.



Advanced features, such as causing text to wrap around an image automatically, make *PageMaker* a favorite of graphic designers.

from *dBase*, *Byline* is a strong candidate for database publishing tasks. *Ashton-Tate Corporation*, (213) 329-8000. *System requirements: 512K IBM PC, PS/2; hard-disk drive; mouse optional; CGA, EGA, Hercules; DOS 2.1 or higher; HP LaserJet, PostScript laser, and dot-matrix printers.*

**GEM Desktop Publisher** (v2.0; \$299). If you already own *GEM* and other *GEM* software applications, you may want to consider buying *GEM Desktop Publisher*. But if you don't own other *GEM* products, be aware that text files can be imported from many word processors, but direct graphic file imports are limited to *GEM Paint*, *GEM Scan*, and *GEM Draw*. Wrapping text around graphics is a bit awkward. Also, you cannot create headers and footers; these repeating page elements must be created first in *GEM Draw*, then imported and placed in your document. For the combined price of *GEM*'s publishing and draw packages, you might consider purchasing a high-end program with more expanded capabilities. On the plus side, *GEM Desktop Publisher's* user interface is comparable to *Publish-It!*'s, and the *GEM* entry provides good style-sheet features and *Bitstream's Fontware* fonts. (*Fontware* lets you create fonts in a variety of point sizes and type styles that are compatible with many printers and screen displays.) *Digital Research Inc.*, (800) 443-4200. *System requirements: 640K IBM PC XT, PS/2; hard-disk drive; mouse; CGA, EGA, VGA; DOS 2.1 or higher; HP LaserJet, PostScript laser, and dot-matrix printers.*

**IMSI Publisher** (v1.5; \$495; with *Desktop Publisher's Graphics*, \$595). Although

overpriced, *IMSI Publisher* is a good intermediate-level program. Its full-featured word processor provides a spelling checker, thesaurus, and search and replace function. Also, *IMSI Publisher* is shipped with a good bitmap-oriented graphics program, featuring a scanner interface. The program imports files from most major word-processing and graphics applications. *Bitstream Fontware* is shipped with the program, expanding your available fonts—and your design options. *IMSI Publisher* supports several graphics boards and laser printers (although no *PostScript* printers). Preformatted templates are also available. Like *PFS: First Publisher*, *IMSI Publisher* offers a unique system interface, neither *GEM*- nor *Microsoft Windows*-based, but fairly easy to use. Without a separate utility, *IMSI Publisher* cannot import EPS or TIFF graphic files, however, so it's not the best choice for design-intensive publications. *IMSI*, (415) 454-7101. *System requirements: 640K IBM AT or PS/2 with 8026 microprocessor; 20MB hard-disk drive; mouse recommended; EGA, VGA, Hercules; DOS 3.0 or higher; HP LaserJet and 24-pin dot-matrix printers.*

### ★ EDITORS' PICK ★

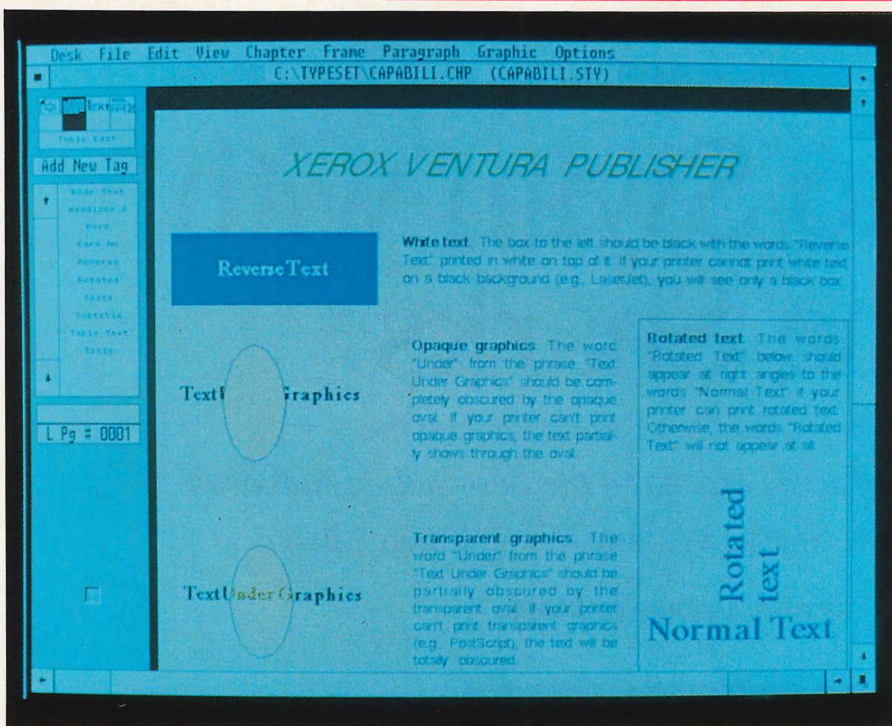
**QuarkStyle** (v1.0; \$295). If you want quick, professional results with a minimum of time and training, take a very close look at *QuarkStyle*. This program offers a tremendous array of business templates—75 in all—formatted by eight internationally recognized designers. In effect, *QuarkStyle* pays the big design fees for you and gives you many attractive, standardized layouts for business forms, letterhead, books, catalogs, magazines, newsletters, and much more. One unique, timesaving feature is *Template Preview*: Select a template and you'll see a thumbnail sketch of the template (complete with page dimensions) in a dialog box. *QuarkStyle* also offers word-processing and drawing tools, so you can customize templates. Although *QuarkStyle* lacks the big-league type controls of *QuarkXPress*, such as kerning and letter spacing, it does provide style sheets, search and replace, and a spelling checker. You can import formatted text from *MacWrite*, *Microsoft Word* and *Works*, *WordPerfect*, and *WriteNow*, as well as ASCII files. Graphics can be imported in paint, PICT, EPS, TIFF, and RIFF file formats. *Quark, Inc.*, (800) 356-9363. *System requirements: 1MB Macintosh; hard-disk drive; System 4.2 or higher; PostScript laser and dot-matrix printers.*

## PROFESSIONAL LEVEL

### ★ EDITORS' PICK ★

**PageMaker** (v3.0; \$795). Most of the benefits of *PageMaker* for the Macintosh (the Mac version came out first; see *PageMaker* Mac, right) carry over to this *Microsoft Win-*





Complex and powerful, yet able to create any kind of document, Xerox Ventura Publisher is probably the master desktop-publishing performer in the MS-DOS world.

dows-compatible version, so you'll find a comparable range of ease of use and page-layout features. In addition, Aldus shipped this program with Bitstream Fontware, so you can create a wide range of fonts and use them with a variety of printers and displays. PageMaker works well with both PostScript and non-PostScript printers. Keep in mind that programs with this much power consume a lot of RAM and hard-disk space. PageMaker on IBM compatibles will be sluggish when run under minimum system configurations. Aldus Corporation, (206) 628-2320. System requirements: 640K IBM AT, PS/2; 20MB hard-disk drive; mouse; EGA, VGA, Hercules graphics adaptors; DOS 3.0 or higher; HP LaserJet, PostScript laser, and dot-matrix printers.

## ★ EDITORS' PICK ★

**Xerox Ventura Publisher** (v2.0; \$895). In a word, this software is awesome. Ventura Publisher is probably the master MS-DOS performer—equalling PageMaker in text-handling, but with additional capabilities (word processing, indexing, and table-of-contents generation) to handle such large documents as catalogs and manuals. Ventura also supports a comprehensive range of software and hardware products, and Bitstream Fontware is included. You can apply spot color and produce color separations. The style sheets are extremely thorough, including items like automatic drop caps (the out-size letters that sometimes appear at the start of chapters or articles). Automatic footnotes are another big benefit. If you need automatic cross-referencing, tables, and mathemati-

cal equations, check out the optional *Professional Extension* package (\$595). Ventura is complex and powerful, requiring a lot from you and your system. It's not a good place to start if you're new to desktop publishing, but it is still the top MS-DOS standard for performance or quality comparisons. Xerox Desktop Software, (800) 832-6979. System requirements: 640K IBM PC, PS/2; hard-disk drive; mouse; CGA, EGA, VGA, Hercules; DOS 2.1 or higher; HP LaserJet, PostScript laser, and dot-matrix printers.

## ★ EDITORS' PICK ★

**Ready,Set,Go!** (v4.5; \$495). Ready,Set,Go! offers all the ease-of-use benefits of programs working under the Macintosh graphics environment. In addition, it has the depth to perform sophisticated design and production tasks. Working in its frame-oriented layout display, you can import all major graphics file formats: paint, PICT, EPS, RIFF, and TIFF. Ready,Set,Go! also imports formatted text from nearly all Mac word processors. You'll find a full range of professional layout, text-handling, word-processing, and typographical controls, along with good drawing tools and the ability to apply Pantone (a publishing standard) or custom color. Ready,Set,Go! offers a selection of predefined page grids from which to choose. Because publications designed on a grid generally look more professional, this is of real benefit to anyone just learning about page layout and design. Letraset USA, (201) 845-6100. System requirements: 1MB Macintosh; two drives (hard-disk drive recommended); PostScript laser and dot-matrix printers.

## ★ EDITORS' PICK ★

**PageMaker** (v3.0; \$595). PageMaker 1.0 was the program that helped define the term desktop publishing, and PageMaker 3.0 is still one of the best all-around performers. Extremely flexible, it supports most of the available software and hardware. You can print pages in virtually any size and orientation. An intuitive user interface makes PageMaker easy to learn and encourages experimentation. The program emphasizes graphics flexibility and typographic control, but does not have a full-featured word processor. Therefore, you should do major text editing in your word processor before you import and place files. PageMaker has the features to produce professional-quality business materials—you'll find custom and automatic text wrap, templates, style sheets, spot color, and image control (to modify paint-type and scanned images). Aldus Corporation, (206) 628-2320. System requirements: 1MB Macintosh; hard-disk drive; System 4.2 or higher; PostScript or QuickDraw laser and dot-matrix printers.

**QuarkXPress** (v2.0a; \$795). If your publications require the highest-quality type effects, overlook the cost and turn to QuarkXPress. This powerful, frame-oriented program places greater emphasis on typographical control and color than PageMaker, and offers precision leading, kerning, and condensed and expanded type adjustments. QuarkXPress also provides thorough text and graphics importing. Its ability to use Pantone color, as well as spot color, is a very strong bonus. One timesaving page-layout feature, Get Document, lets you select pages from another QuarkXPress document and insert them into your active document—without changing the original document. Keep in mind that printing options are not as flexible as with PageMaker, which features a more sophisticated printer driver. Also, because QuarkXPress's user interface assumes you know a fair amount about type and page layout, it can be harder to learn than PageMaker or Ready,Set,Go!. Some users also report that QuarkXPress files may take longer to print than similar files with other DTP programs. Otherwise, you'll find comparable features. Quark, Inc., (800) 356-9363. System requirements: 1MB Macintosh; hard-disk drive; System 4.1 or higher; PostScript laser and dot-matrix printers.

### WHAT CAN I DO WITH DTP SOFTWARE?

The arrival of DTP gave independent businesses the power to reduce or eliminate costs associated with traditional design, production, and printing. With an investment of time and imagination, you can create a unique look for your business—an identity that sets you apart from the competition. In the upcoming months, look for more in HOME-OFFICE COMPUTING about how you can use desktop-publishing systems for your business communications. ■



# How to Swim with The Sharks

*Advice on Going Head-to-Head with the Competition, from Harvey Mackay—the Best-Selling Author of Swim with the Sharks Without Being Eaten Alive*

BY PAUL & SARAH EDWARDS

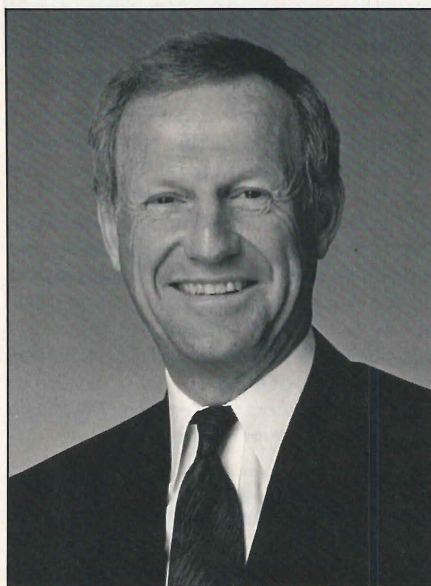
**W**hat kind of person writes a how-to book about swimming with sharks? That was the foremost question on our minds as we waited for Harvey Mackay to arrive for an interview.

Mackay is the author of *Swim with the Sharks without Being Eaten Alive* (William Morrow & Company, 1988), which has been on *The New York Times*'s best-seller list for almost a year. It's a business guide that tells how to "outsell, outmanage, outmotivate, and outnegotiate the competition," based on his experience as chairman and CEO of the Mackay Envelope Corporation.

To be perfectly honest, we thought Mackay might be cold and calculating, close to the vest, and maybe downright cutthroat! Quite to the contrary, the man who greeted us was warm, open, and sincerely concerned about having kept us waiting for only a brief time.

We soon learned that Harvey Mackay is more like a porpoise than a shark and that his book is more like a user's guide to life than a game plan for going head-to-head with the bad guys.

It became clear why such figures as Gerald Ford, Billy Graham, Ted Koppel, Walter Mondale, Charles Schwab, and Gloria Steinem all agree that Mackay is, as *Fortune* magazine called him, Mr. Make-Things-Happen. He projects a practical, down-to-earth confidence. At ease with himself, he puts you at ease.



His conversation, like his book, was sprinkled with stories and mini lessons from his years of business and civic experience. At 26, he bought a failing envelope company and turned it into the Mackay Envelope Corporation, which today is a multimillion-dollar corporation producing over 10 million envelopes daily. Later Mackay spearheaded construction of the \$75 million Minneapolis Metrodome and the \$6 million "Twins Ticket Buyout" that kept that baseball team in Minnesota. The 88 lessons in his book—with headings such as "It's Not How Much It's Worth, It's How Much People Think It's Worth," "There Are Objections to Every Proposition, No Matter How Attractive," and "If You Don't Have a Destination, You'll Never Get There"—crystallize what he's learned about how to swim side by side with the big fish.

Basically, Mackay says the keys to suc-

cess are the same for anyone who wants to win in business and win in life. Whether you're an 11-year-old kid putting together your first money-making venture or the head of a large corporation, he believes the secret is understanding people.

We asked him to tell us about his book and share his advice for entrepreneurs who aspire to his level of outstanding achievement. He spoke to us with candor and eagerness. Here are some highlights of our conversation.

**Q: Why did you call your book *Swim with the Sharks*? Is it really that bad out there?**

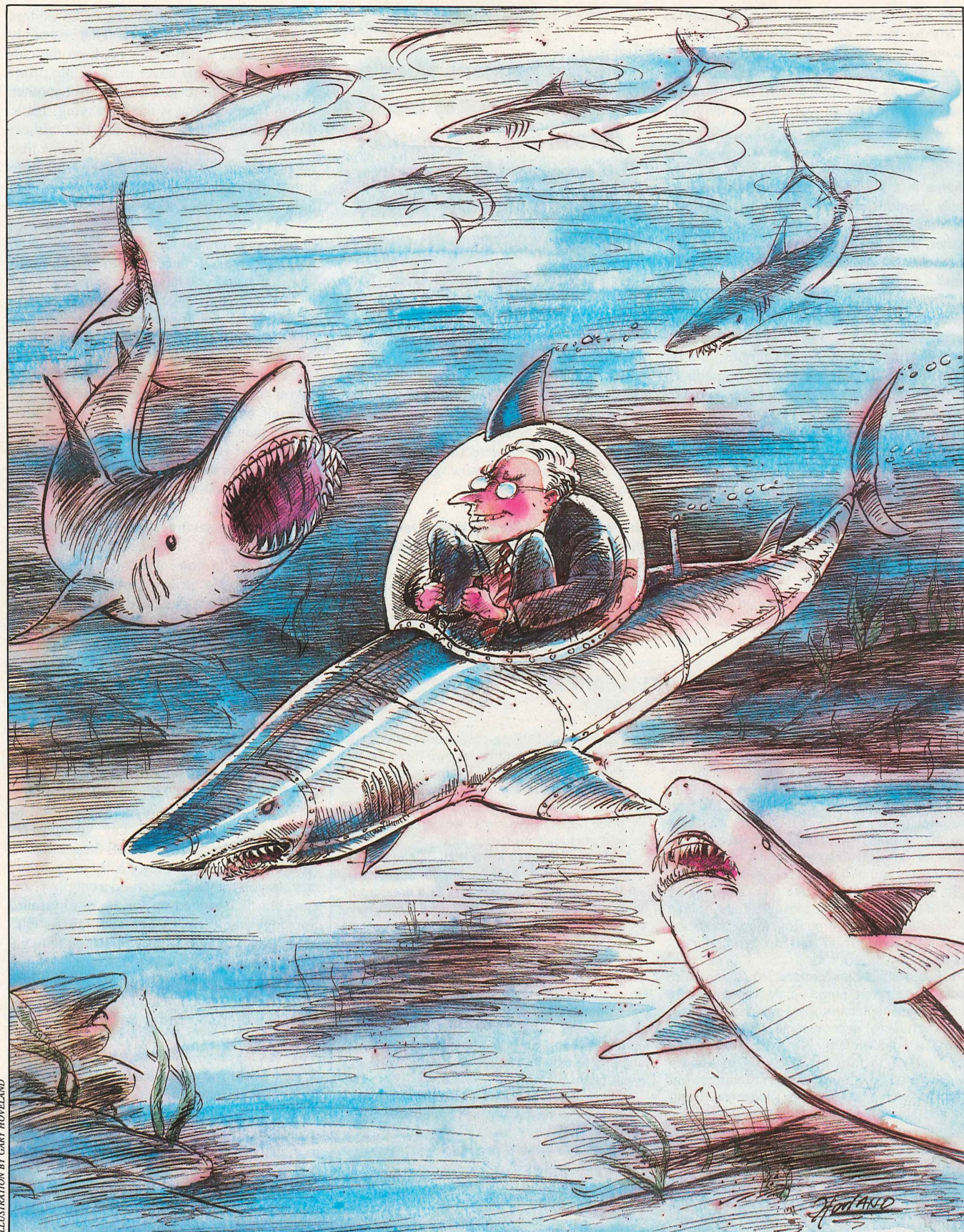
**A:** I think it's a metaphor for life. There are possibly three kinds of people out there: sharks, shark bait, and shark-proof. There aren't too many goldfish left out there. My antenna has been up for 30 years, so hopefully the book will help people become shark-proof. The gist and moral of the book is that you don't have to be a shark to win.

**Q: How did you learn these lessons without becoming a shark or being eaten by one?**

**A:** There's no substitute for experience. My favorite lesson goes like this: What happens when a person with money meets a person with experience? The person with experience ends up with the money and the person with money winds up with the experience.

I always wanted to be an entrepreneur. Even before I could spell the word, it was my boyhood dream. Achieving it was a process of fantasizing, having role models, and talking with what I call old grizzlies—people 75 or 80 years old going on 21—who have seen enough business problems in their lifetimes





**"There are possibly three kinds of people out there:  
sharks, shark bait, and shark-proof."**



to be able to deal with anything imaginable.

My banker is 65. My lawyer is 70. My accountant is 75. They're hungry fighters. There isn't anything they haven't seen: Experience levels the playing field and dramatically increases the probability that they will be successful.

**Q: The phenomenal success of *Swim with the Sharks* is a sterling example of the way you apply the principles in your book to whatever ventures you undertake. How, as a first-time author, were you able to get your book on the best-seller list and keep it there for such a long time?**

**A:** Luckily I had a mentor, my father, who headed the Associated Press for about 30 years. But over the past 10 years I've also been teaching marketing programs around the world; that gave me constant, immediate, unfiltered feedback. You deliver a program and people come up to you and ask, "Do you have a copy of your speech?" "Do you have an audio tape?" "Why don't you write a book?"

Once I made the decision to go ahead and write a book, I interviewed maybe 100 authors. I talked to about 150 booksellers, agents, publishers, lawyers. I asked the authors, "If you had it to do all over again what would you do differently?" I asked the booksellers, "What would you like to see in an author?"

One of the lessons in the book is about the

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## **"What happens when a person with money meets a person with experience? The person with experience ends up with the money and the person with money winds up with the experience."**

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old familiar saying, Practice makes perfect. It's not true. You have to add a word: Perfect practice makes perfect. If you practice the wrong way, you're perfecting an error. And you put a ceiling on how good you can become.

**Q: How did you use the information you got from these interviews to shape your book into a winner?**

**A:** Luckily I was invited to a 12-day course at Stanford University for 85 editors in book publishing and the instructor required them to read my manuscript before I arrived for the

course. So I got the feedback of 85 editors from around the country. That certainly helped. There's still half a book on the cutting-room floor that never made it into print!

I made a lot of mistakes early. But another lesson I wrote about is the old saying, Little things mean a lot. That's not true either. Little things mean everything! So I think that by practicing 70, 80, 90, maybe 100 little things over a period of two years, I was able to position the book to be successful.

**Q: Is there a formula for success?**

**A:** I think it takes concentration. You have to have focus and you have to have a goal. I say in the book that a goal is a dream with a deadline. So the formula is: Concentration plus determination plus goal-setting equals success.

Actually there's no magic to success, but if you study successful people and surround yourself with winners (which is what I love to do), then I think you can be successful.

But don't go around with negative people. If you happen to pick up a negative friend or two, forget about it. That can be a very, very sad experience.

My favorite saying, which I think my father taught me, is: When nothing seems to go right, think of a stonemason hammering away at his rock. He strikes perhaps 100 times without making a dent and yet on the next blow, the rock splits in two. It wasn't the last blow that did it, but all that went before. If you're not willing to hang in there and practice—and practice it perfectly and get it right—then you'll never make the 100 blows that make the breakthrough on the 101st.

**Q: How's life as a successful author?**

**A:** Let me tell you something that happened recently. I was in the 13th or 14th city on my national book tour and a person came up to me and said, "Oh, Mr. Mackay, you must be a total wreck having to go to all these cities." And I told him my Beverly Sills story. Beverly, as you may know, retired a couple years ago, but then signed up for an 18-city tour. Someone came up to her and said, "Oh, Miss Sills, you must be a wreck having to go to all these cities." And she said, "No, I don't *have* to do anything. I get to go to 18 cities." And frankly, I get to do this, and my wife, Carol Ann, and I are just having a giggle.

**Q: How would you define success?**

**A:** In my judgment, success is when a person develops his or her own standard of performance and then develops his or her potential to that standard. There will always be someone out there with a bigger car. There will always be someone with a bigger home. As my mother, who was a school teacher, used to say, "Every time you catch up with the Joneses, you know what happens? They refine." So develop and measure your own standard of performance to your own potential. ■

## **LESSONS (RE)LEARNED FROM MACKAY**

Each of Harvey Mackay's 88 lessons in *Swim with the Sharks without Being Eaten Alive* is a jewel, polished and ready to wear. Perhaps the greatest gem, however, is not these delightful lessons themselves, but the way Mackay demonstrates to us that life is the greatest teacher and that perhaps we should each take special effort to note the lessons buried in our own experiences and in those of people we emulate.

In that spirit, here are six lessons we learned—or should we say relearned—about the experience of working from home and being your own boss from talking with Harvey Mackay.

**1. Success Is a Joint Venture.** Whatever we're undertaking from home, even though we're more independent and somewhat more isolated, it's important for us to remember that success is always a joint venture. We need mentors and old grizzlies to turn to. We need to ask for feedback and do our research by listening to our customers, clients, suppliers, and even to our competitors. Their perceptions may hold the seeds to our success.

**2. Any Venture Can Use a Trim.** Let's not be too proud to leave half of our favorite ideas on the cutting-room floor. If we get feedback or the results show that an idea or direction is not working, let's remember our goals and not get overly attached to the details.

**3. There's Strength in Being Small.** Although we may sometimes feel like shark bait for bigger and better capitalized companies, we can keep the competitive edge by offering personal-

ized services and strong customer relations. As small home-based enterprises, we have the advantage of being able to attend to the little things, to give 100 percent. By keeping our overhead down, we don't need to cut corners. If we price our services right, we can individualize and personalize them to fit.

**4. We Don't Need to Know It All.** We may have to wear all or most of the hats in our businesses, but if things aren't going well, let's not continue to practice the errors. When we don't have the experience we need, let's go out and get it. Almost every community in this nation offers a rich variety of adult education programs. A wealth of valuable tapes, books, and magazines are available on every conceivable subject. We can contact these experts, enlist them as our mentors, and ask for their personal help and advice. If that means engaging them as consultants, then so be it. The results can be worth the investment.

**5. Even Stone Splits.** Stonemasons and small businesses do have a lot in common. It's that daily hacking away at goals that finally produces the results. So let's allow ourselves the time we need to grow our businesses. Let's be patient when the growth seems slow and be tolerant of our mistakes.

**6. You Are the Boss.** We each decide what constitutes our own success. We are on our own. We're the bosses and we don't *have* to do anything. If we don't like the results, let's do something else. And when we do, let's enjoy it to the fullest.





# Your Business Plan: Road Map to Success

*Tips on Structure and Content, Plus Reviews of Specialized Software  
To Help You Prepare and Update Business Plans*

BY STEVEN F. EDWARDS

A common myth is that companies fail because they lack a business plan," says Ted Reiff, an investment banker with San Diego-based Creative Business Strategies, who sees more than 100 business plans a year. "Every business has a business plan. Most people spend considerable time thinking about their business before they start—some just never take the time to write it down. The reality is that businesses most often fail when they don't follow their business plans, written or otherwise."

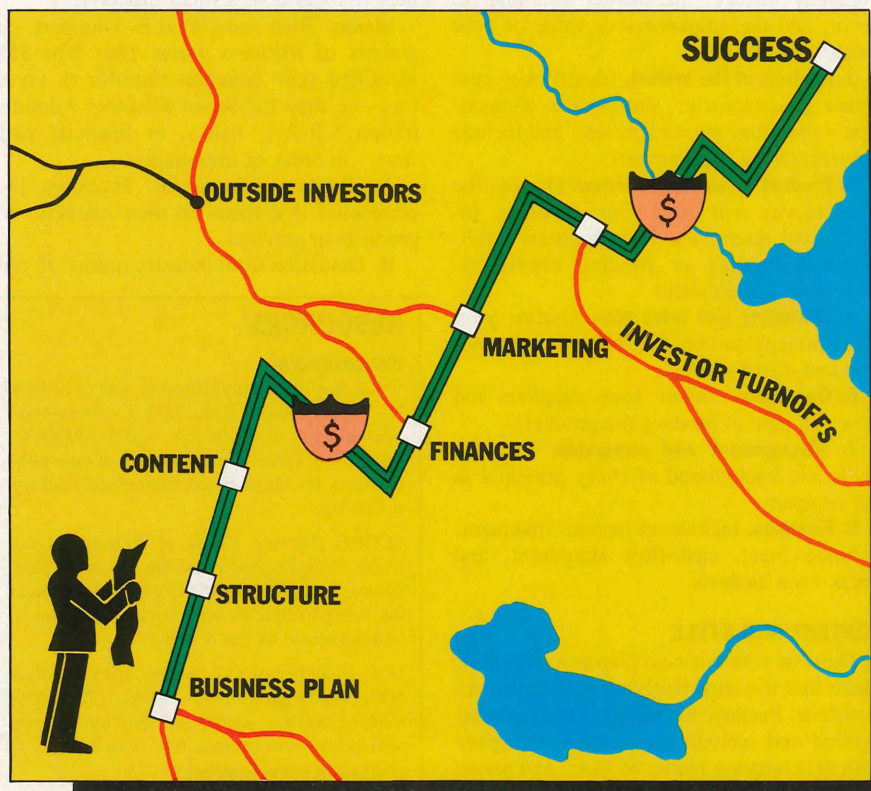
Many people starting small businesses, especially one- or two-person outfits, might think they don't need to write or follow a business plan. After all, many startups don't need outside financing, and the need to produce a professional-looking loan proposal is what prompts many businesspeople to write business plans. A business plan, however, isn't important only to high-powered MBAs, large businesses, or heavily financed startup companies. Business plans can offer you a clear road map in your drive to success, and are the link between your personal goals and operating plans for the business.

Preparing for a business plan is an exercise that will focus your attention on where you are now, where you want to go, and how you can get there. If you're starting or expanding a business, it can also help you understand the risks, rewards, and requirements. The business plan is an evolving document that lists specific goals and steps to achieve them. As Stanley Rich, coauthor of *Business Plans that Win \$\$\$*, succinctly puts it, "Those who fly by the seats of their pants often get torn pants."

## START-UP STEPS

Even if you've never written a business plan, are unfamiliar with market-research techniques, or feel uncomfortable with financial figures, it's possible to develop a useful and winning plan by taking the following steps. To cut development time in organizing and writing your plan, consider using soft-

STEVEN F. EDWARDS wrote "Cut Your Taxes," the February cover story.



ware that helps generate business plans (see *Business Plan Software*).

**1. Understand your objectives.** Do you have the personality, background, and drive to succeed? What financial and personal goals do you wish to achieve? Will this business satisfy them?

**2. Identify your audience.** Who will read the business plan and what type of information do they require? Your focus will probably be a little different if you're going to a bank for a loan than if you're going to a potential partner.

**3. Develop an outline.** Become familiar with the information you will emphasize and where to gather it.

**4. Write the plan.** The old adage, "It's not how long you make it, it's how you make it long," applies to business plans. The plan should be long enough to cover the essentials, but not padded with excess information. In general, business plans are shorter than they were 10 years ago, according to

Tim Berry, president of Palo Alto Software and designer of *Business Plan Toolkit*. "They used to be 100 to 200 pages long, but people see too much information these days to wade through that." Today's plans are usually 30 to 50 pages.

**5. Get experts to edit.** Have your draft reviewed by several experts—an accountant, a business consultant, a professional business writer or English professor, and someone with recent experience in your business. The key to a well-rounded, easy-reading plan is editing. When the comments are integrated into your plan, it's ready to show to bankers or potential partners, and to be used in building the business.

After the presentation, don't put the plan on the shelf and forget about it. It must be periodically reviewed to check progress against the stated goals. A business plan should be an evolving document that is updated when the market, product, service, or objectives change.



## BUSINESS-PLAN STRUCTURE

What needs to be in the plan? Although every plan varies according to the differences in the market, product, or owner, the goal is the same: to define your business, identify a target market, and build a sound financial model. To that end, most business plans include the following sections:

**1. Summary of the key issues.** Why will your company and product or service be successful in the market? Although you will present it first, write the summary after completing the other sections.

**2. Description of the company.** Outline your company history, the market you plan to serve, and the uniqueness or value of your product or service.

**3. Analysis of the market.** Identify key customer characteristics, outline the competition's strengths and weaknesses, and include any regulatory requirements.

**4. Product or service overview.** Discuss the benefits you will offer your customer. Include your research and development activities and existing or pending copyrights, trademarks, and patents.

**5. Marketing and sales plan.** Outline your sales strategy and product or service promotion and distribution.

**6. Operations.** Detail your suppliers and how you plan to produce the product.

**7. Management and ownership.** List the skills and background of every principal in the company.

**8. Finances.** Include an income statement, balance sheet, cash-flow statement, and break-even analysis.

## CONTENT AND STYLE

Think of your business plan as a sales tool. Make sure it's attractively presented, but not overdone. Package the plan in a plastic spiral binding and include a cover and title page with the company name, address, and phone number. Use a table of contents and number each page of the plan.

**1. Marketing.** Creative Business Strategies's Reiff sees several recurring errors in the plans he reviews, all of which are related to inadequate descriptions of the market. To avoid omitting necessary items, include the market size (total number of potential customers), market growth (rate of potential new customers entering the market), competitive analysis, description of customer utility (value of the product or service to the customer), market-penetration depth and rate (how many customers you will acquire and how fast), and specific strategies to capture sales.

**2. Finances.** Your plan should include a detailed financial model showing projected cash flow, income, and balance sheets for several years ahead. Although it may be tempting to prepare your finances in a vacuum, the figures won't have any meaning unless they're tied to the other elements of your plan, such as salaries, advertising, dis-

tribution, and other costs. The business-plan software packages described in *Business-Plan Software* include financial-projection sections that will help you arrive at meaningful figures. Alternatively, dedicated financial-projection software such as *Ronstandt's Financials* will help you develop figures that can be plugged into an overall plan.

**3. Investor turnoffs.** No matter how complete and professional your business plan, you may send out the wrong signals if your emphasis seems wrong. And, even if you're not preparing a loan proposal, you should pay heed to the signals that tell investors they're looking at a smart property.

Stanley Rich and David E. Gumpert, co-authors of *Business Plans That Win \$\$\$*, identified four common turnoffs to investors—be they the Small Business Administration (S.B.A.), banks, or financial partners—in order of importance:

A. Product orientation. Investors like companies that focus on their markets, not products or services.

B. Deviation from industry norms. If your

## RESOURCES

### ORGANIZATIONS

Small Business Administration, Office of Public Affairs, Room 926, 1441 L Street NW, Washington, D.C. 20416, (202) 653-6832. The S.B.A. offers a number of low-cost publications for home-based businesses. Call for a catalog.

SCORE (Service Corps of Retired Executives). Provides free consulting to small businesses. Call (800) 368-5855 for the location of the nearest office or with business questions. (Administered by the S.B.A.).

U.S. Chamber of Commerce, 1615 H Street NW, Washington, D.C. 20062, (202) 659-6000. Excellent source for local or regional statistics for market research. Also offers several business publications.

### ON-LINE NETWORKS

CompuServe Information Service. Sample business plans and outlines from Price Waterhouse and Arthur Young are available in Data Library 8 of the International Entrepreneur's Forum (GO USEN).

### BOOKS

*How To Prepare and Present a Business Plan*, by Joseph R. Mancuso. Prentice Hall Press, 1983; \$11. Especially useful for its "Checklist For Starting a Successful Business," and information on the S.B.A. Includes a business plan outline and several examples.

*Business Plans That Win \$\$\$*, by Stanley R. Rich and David Gumpert. Harper & Row, Publishers, Inc., 1985; \$20. Clear overview of how to create a business plan that appeals to investors. Full of information, easy to read. Includes sample table of contents for business plan.

### BROCHURES

*Outline for a Business Plan*, Arthur Young Entrepreneurial Services Group, (800) 421-0004. Detailed business-plan outline.

financial projections or marketing approach varies widely from industry-standard practices, investors will be skeptical.

C. Unrealistic growth projections. Can you really achieve the sales you predict? Investors will doubt your potential unless it's thoroughly and convincingly explained in the business plan.

D. Reliance on custom work. If your product needs to be altered or specially designed for each customer, investors see high costs and low profits.

**4. Investor attractors.** Conversely, Rich and Gumpert outlined four characteristics that make a business plan stand out from the crowd:

A. Evidence of customer acceptance. Investors like to see products or services that already have customers, even if on a trial or demonstration basis. Investors can then try the product or service, or talk to customers about it.

B. Appreciation of investor objectives. Investors will want to see a return. The plan needs to address how and when they can expect it.

C. Evidence of focus. Companies that concentrate on one or two things will be better equipped to handle the pains of rapid growth.

D. Proprietary position. Exclusive rights or protection of patents, copyrights, or trademarks can prevent competitors from copying products and processes.

## OVERCOMING ROADBLOCKS

A major challenge in developing a business plan is the sheer volume of readily available information. Concentrate on information that is essential to support the statements and goals in your plan. Consider hiring consultants, so you can complete the project in a reasonable amount of time. It's important that you're intimately involved in developing the plan, but there are projects you can farm out to others, such as editing, research, or desktop-publishing tasks like page layout and typesetting.

An important consideration if you're using the plan to secure financing is to plan your alternatives if it's rejected by the financial community. Remember that a business plan, like any sales document, can be revised and submitted (sold!) to someone else. Also, make certain the introduction or executive summary is stimulating reading that will immediately capture the readers' attention. If they lose interest, you've lost their support.

Each step in building a successful business requires a determined vision of your goals and a strong internal commitment to overcome the many obstacles and setbacks that can hinder your progress. By developing a business plan, you will foresee many of the potential problems and be forced to find solutions. Capture your vision in a business plan and use it to guide you down the road to success. ■



# Business-Plan Software



Although there's a wide range of software designed to produce a financial model, which is part of every business plan, there's very little software that walks the user through a plan from start to finish. Some software products that manufacturers market as business-plan software are in fact just text editors with sample tables of contents. These don't help prepare the finances, or reflect changes in one section (such as marketing) to another section (such as break-even analysis). However, we found three programs that do what they promise to do—lead an amateur through the process of creating a business plan.

## Business Plan Toolkit, \$100

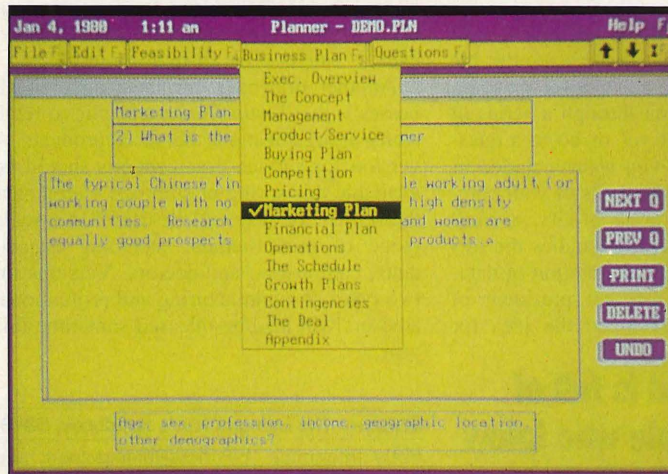
*Business Plan Outline* workbook and Microsoft *Excel* financial-spreadsheet templates/graphics for the Apple Macintosh computer; or *Business Plan Outline* workbook and Lotus 1-2-3 financial-spreadsheet templates/graphics for IBM or compatible computers.

512K Macintosh with hard-disk drive and *Excel*; IBM PC or compatible with 256K and hard-disk drive and Lotus 1-2-3. Palo Alto Software, 260 Sheridan Avenue, Suite 219, Palo Alto, CA 94306, (800) 336-5544.

**Description:** *Business Plan Toolkit* is a set of templates for Lotus 1-2-3 (MS-DOS) and Microsoft *Excel* (Macintosh). Experts in accounting, marketing, planning, and other fields have developed spreadsheet templates that produce a sales and marketing forecast, break-even analysis, cash-flow, and cash balance sheets. The *Business Plan Outline* workbook shows you how to integrate these financial reports into an overall business plan, which you create with your own word processor.

In the spreadsheet, the *Toolkit* templates and accompanying manual help you enter the correct information into the tables, graphics, and charts with a series of menu prompts and questions about your business. The *Toolkit* has a Help and Instructions module to guide you through the process. If you have more experience with spreadsheets, you can modify the macros for any unique characteristics of your business.

The *Toolkit* includes several templates or sections: executive summary, company profile, product and market analysis, strategy and implementation, management team, and financial analysis. Each template has an associated chart, table, or graphic for you to complete. The *Toolkit* then explains how to bring them into a word processor and merge them with the written plan. The manual includes a section on how to write the business plan and another on where to gather the information. A sample business plan is also included in standard IBM or Macintosh



The Marketing Plan selection is just one of 15 options on Venture: The Entrepreneur's Handbook's *Business-Plan* menu. This kind of software steers you through the essentials as you develop your own road map for business.

word-processing format.

Tim Berry, founder of Palo Alto Software and the developer of *Business Plan Toolkit*, says, "The templates guide users through the planning process so that even if they don't know how to write spreadsheet formulas or forecasting models, they can get professional results—in formats that bankers, accountants, and investors will instantly recognize and understand."

Berry's software grew out of the need for planning tools for his consulting customers. Berry, a Stanford MBA and former professional business forecaster, has written Apple Computer's annual Latin American business plan for the last three years, three books on spreadsheet software, and two books on business planning in Mexico.

Some business-plan experts, like Stanley Rich, coauthor of *Business Plans That Win \$\$\$*, dislike spreadsheet software because it allows entrepreneurs to spew out page after page of financial projections. ("I am the inventor of the term *spreadsheetitis*," says Rich, "a disease abhorrent to sophisticated investors.") Others complain about the fill-in-the-blanks approach to business-plan development. Berry, however, believes his software bridges the gap between what computers can now do for business and market planning, and what most businesspeople are capable of doing with a computer. He believes that an outline saves time, helps clarify strategy, and focuses efforts into measurable and implementable steps. "The world is full of businesspeople who know their business, their product, and their market—but who don't know how to put this information on paper to show others," Berry says.

**Evaluation:** Anh Nguyen of Creative Business Strategies (CBS), an investment banking firm, examined the *Business Plan Toolkit* (1-2-3 version) for HOME-OFFICE COMPUTING, and found it a good value. Since 1986, when Nguyen joined CBS, he has reviewed hundreds of business plans, and helped write

or edit many more for start-up companies. Before joining CBS, Nguyen was a co-founder and vice president of corporate development for Syntro, a genetic engineering firm. Syntro followed a detailed five-year business plan that led to a public offering that brought in \$80 million.

Nguyen found the instructions in the manual clear and at a level most people with any type of business experience could understand. He found the program's graphics well designed, and the printed output satisfactory.

In order to use the software, he recommends that you have at least six months experience (or equivalent training) with Lotus 1-2-3. If you want to use the results of *Toolkit* as a platform or basis for monitoring ongoing performance, you'll need a better understanding of Lotus 1-2-3.

Nguyen found that most entrepreneurs have difficulty defining and quantifying their own marketplace, so he recommends the *Sales and Market Forecasting Toolkit*, also from Palo Alto Software. This software will help project and create realistic market-growth numbers.

A few improvements Nguyen would like to see in the *Business Plan Toolkit* are the inclusion of a general flow chart in the documentation, so you can locate where you are in the plan; the capability to easily change the format, since it's difficult to read a spreadsheet full of zeros; and more guidelines for tailoring to service or manufacturing organizations.

Overall, Nguyen found the *Business Plan Toolkit* valuable for creating a complete business plan for the small business. "If anyone completed the plan by following the outline, he or she would have a pretty good plan."

## VenturPlan, \$495

Comprehensive, interactive program with nine modules. Includes its own text-editing and spreadsheet functions.



IBM PC or compatible with 640K and hard-disk drive. Demo disks available. Venture Software, Inc., 222 Third Street, Cambridge, MA 02142, (617) 491-6156.

**Description:** *VenturPlan* is a complete business-plan generator that doesn't require the use of any other software. To develop a plan, the software guides you through a series of questions. Just answer yes or no to a question or enter the text you want included in each module, such as the name of your company, your estimated gross profits, or your business goals. *VenturPlan* handles the formatting of the text and computation of data.

Mary Cahill, founder and president of Venture Software, developed the idea for

**"The world is full of businesspeople who know their business, their product, and their market—but who don't know how to put this information on paper to show others."**



—Tim Berry, Palo Alto Software

*VenturPlan* after helping numerous start-up companies write business plans. Since developing a plan is not a one-time process, she not only wanted to make it easy to create a plan, but also to modify one. "The computer is the ideal tool to make the task more effective and efficient. Our goal was to make the product very easy to use, to cross that technical barrier for the business owner."

**Evaluation:** David Sharp, professor of accounting at Boston College's School of Management, examined the software for HOME-OFFICE COMPUTING and thought it well designed and easy to operate, with a well-written manual. He believes that *VenturPlan* is a complete business-plan development tool with a good interactive design. "The questions are thorough, probing, and are obviously written by an expert," Sharp says.

To operate the program, you only need to know the basics of operating an IBM PC (or compatible). It's also very easy to export the information to a spreadsheet or word processor. The program consists of 10 independent, yet closely linked, modules. You can start in any section, and the program moves the relevant information into the other modules, so you don't have to reenter it. A resource section in the manual directs you to government and industry information sources, a sample business plan, and an on-line Advisor that provides sample paragraphs and advice

for completing many of the sections.

Sharp suggests only a few minor improvements, such as a more complete index and a foolproof installation procedure. Installation is easy, but it allows users to install the four disks in the wrong order. (The error, however, is caught after all four are installed.)

Another drawback for most small businesses is that *VenturPlan* is specific to retail stores or organizations that resell products. A version for service organizations should be available this spring or summer. Cahill says the service version will be useful to a wide range of professionals, including consultants, contractors, and doctors. Versions for two types of manufacturing and professional advisers will also be released sometime this year.

#### **Venture—The Entrepreneur's Handbook, \$349**

Fully integrated, business-management and planning software that includes a complete business-plan builder, spreadsheet, word processor, file manager, and general ledger, as well as business, legal, and financial templates. *Venture* uses Tandy's *DeskMate* windowing interface.

IBM PC or compatible with 512K, hard-disk drive, and MS-DOS 3.0 or higher; supports color or monochrome graphics. VHS demonstration tape available. Star Software Systems, 363 Van Ness Way, Torrance, CA 90501-1420, (800) 242-7827; (213) 533-1190.

**Description:** *Venture* is a fully integrated program that not only helps you create a thorough business plan, but can also manage the day-to-day operations of your company, once it's up and running. *Venture* consists of five complete modules—a business-plan builder, word processor, spreadsheet, file manager, and general ledger.

Each module, which stands on its own as a complete program, is unified with the Tandy *DeskMate* interface. (The latter shouldn't be confused with the complete integrated *DeskMate* software that comes with many Tandy computers.) The *DeskMate* interface offers pull-down menus, cut-and-paste data transfer between all modules, and mouse-and-icon operation.

The business-plan module is based on the *Entrepreneur's Handbook* developed by the faculty of the University of Southern California's Department of Business and its Entrepreneurship Program, a program that has been endorsed by *Venture* magazine. Its question-and-answer format guides you through each step in developing a complete business plan. The first question asks whether your business is in the service, manufacturing, retail, or distribution sector; depending on your answer, a new set of questions is asked. Before answering any questions, you can complete a feasibility plan, which determines whether or not your idea is strong enough to pursue.

After you answer questions, you can transfer the information to the word processor for formatting, or move it to the spreadsheet to complete the financial sections. Within the spreadsheet there are templates designed to guide you through the process.

*Venture* was a natural offspring for Star Software. Since William G. Webster, Jr., and James Hart founded the company in 1980, Star Software has automated thousands of small businesses with applications such as accounting, time-keeping and billing, and property management. "In discussions with our customers about our products, we kept getting questions about business planning," said Webster. "They knew how to manage their businesses day to day, but when it was time to apply for a loan from the bank, attract venture capital, or manage growth, they didn't know where to start."

Before starting Star Software, both Webster and Hart worked at a computer time-sharing company that leased or rented database, spreadsheet, and other types of software to businesses. They realized that such programs were excellent business tools, but the delivery method was limited. When the microcomputer emerged as a viable alternative to large time-sharing systems, they decided to start the company.

**Evaluation:** If you want to create a powerful business plan, then *Venture* will more than meet your needs. However, its real strength lies in its ability to manage your business. Given the time and personnel constraints on small companies, it's too easy to put the plan on the shelf and move on to the full-time task of managing. Since *Venture's* built-in check writer, double-entry general ledger, and word processor are designed as everyday work tools, you'll always be a menu selection away from your business plan. Although *Venture's* word processor, spreadsheet, and file manager aren't designed to replace full-featured, stand-alone programs, they're more than adequate for small businesses.

*Venture's* business, legal, and financial templates are also strong points. For example, you get a nondisclosure agreement for the word processor, *pro-forma* income statements for the spreadsheet, an entrepreneur's bibliography for the file manager, plus a sample chart of accounts (which includes four major industry types) for the general ledger.

*Venture's* consistent operating style, help in each module, and tutorials make it as easy to use as any software on the market. Keyboard and mouse tutorials are helpful. The manual is well written, and tutorials explain the basic features. However, the manual's small type and line spacing make it hard to read, and it doesn't have a tutorial for the business-plan and general-ledger modules.

But, considering the comprehensive business-plan module, strong general ledger, and integrated word processor, spreadsheet, and file manager, *Venture* is an incredible value for \$349. ■



# Desktop Copiers

*With the Number of Features Available and the Level of Quality Improving, There Has Never Been a Better Time to Buy a Copier. Our Shopping Guide, Charts, and Reviews Help You Choose the Right One.*

BY STEVE USDIN



*The shape of things to come: the Panasonic Apogee 1 digital copier.*

**W**hen Xerox introduced the first mass-market copiers in 1959, they became ubiquitous office tools overnight—despite their high cost and low reliability. In the mid 1970s, when the Xerox patent on copier technology expired, Japanese manufacturers exploded into the market. Today, about 20 vendors market more than 200 copiers in the United States.

The advent of small, inexpensive, yet reliable machines has made personal copiers cost-effective tools for your home office.

STEVE USDIN, a freelance writer living in Washington, D.C., wrote "Buyer's Guide to Two-Line Telephones" in the January 1989 issue.

How important is a copier? It depends on the kind of work you do. "It was the first piece of office equipment I bought for my business," says Michael Zaplitny, who operates a tax-consulting business from his home in Brooklyn, New York. "Having a copier makes it possible for me to be more efficient. Also, it is absolutely essential for document backup, research, and record-keeping purposes. Making trips to the local copy shop is an expensive use of my time, and it's nearly impossible during the busy tax season."

Zaplitny says one of the best features is enlargement/reduction. "I can shrink 8.5-by-14-inch documents down to letter size before I file them. This saves me storage space, and I don't have to fold the documents."



## BASIC FEATURES TO CONSIDER

Generally, copiers designed for home offices are sold through retail and specialty stores. These copiers operate at a speed of three to twenty copies per minute and have a duty rating (maximum number of copies the copier was designed to handle each month) in the range of 500 to 10,000 pages. They are usually desktop machines with one tray for loading paper and a moving top (known as a moving platen) that slides over a brightly lit drum. The higher-end copiers have a stationary platen and a larger paper tray. Some may have two paper trays.

When shopping for a copier, be sure to consider the following factors:

- **Current needs.** Buy for your current needs, allowing some room for growth—but do not anticipate your needs too far into the future. In this rapidly changing market, a couple of years will bring a whole new range of features, and lower prices.

- **Copy quality.** A range of features is convenient, but the quality of the copy should be given top consideration. The copies sent to your customers reflect on your business: Quality copies mean a quality business. Test a copier to see that toner is distributed evenly across the page, copies are sharp and clean (not muddy or speckled with extra toner), gray and colored areas reproduce evenly, and black areas are filled in solidly.

- **Cost per copy.** Consider per-copy costs as well as purchase price when buying a new copier. If you make more than 20 copies per day, a machine with a higher purchase price may be cheaper in the long run and more convenient to use.

- **Size.** If your office is cramped, you may want a small copier. Remember to allocate

**“A copier makes it possible for me to be more efficient. Also, it is essential for document backup, research, and record-keeping purposes.”**

—M. Zaplitz, tax consultant

extra space for a copier with a moving platen.

- **Duty rating.** This is the maximum number of copies that the copier was designed to handle per month. Be sure to get a copier with an adequate duty rating and remember that you are likely to discover more uses for your copier than you imagined.

- **Maintenance.** Check how easy it is to open the copier and how crowded it is inside. Avoid machines with complicated paper paths and interiors; they tend to jam more easily and are harder to clear.

Another component of maintenance is adding and replacing the wear-prone parts of the copier—the toner, developer, and photo-receptor. These tasks can range from simple to impossible. The simplest system is the one patented by Canon—all the wear-prone parts are packaged as one unit and easily slide into and out of the copier. These machines are virtually maintenance free. Other systems package only one or two replaceable parts per unit, which makes maintenance more complicated and sometimes requires the as-

sistance of a professional. But, in some cases, the more complicated systems offer a lower cost per copy, so don't rule out higher-end machines entirely.

- **Paper handling.** Some desktop models can handle only letter-size paper, while others provide a paper tray that can be loaded with legal-size paper. Look for paper trays that are easy to remove and large enough for your copy load. If you copy on more than one size of paper, look for a copier with two paper trays.

For those times when odd-size copies are needed, most copiers allow you to insert stiff card stock, transparencies, and envelopes by hand. Look for an easy-to-reach manual feed that can handle a variety of sizes.

- **Operator control panel.** The control buttons should be easy to understand, and the panel should indicate the location of paper jams, toner shortages, and other maintenance conditions.

## ADVANCED FEATURES

Except for cost and reliability improvements, copier technology is expected to remain the same in the near future. Manufacturers are competing in this crowded field by adding bells and whistles. Here are some features to look for.

- **Exposure control.** Some copiers allow you to manually adjust the exposure or darkness of your copy. A sliding switch that makes fine adjustments across a range of exposures is better than one that only allows you to choose from a few settings. Many copiers have an automatic exposure control that senses how light or dark an original is, and adjusts itself accordingly.

- **Reduction and enlargement.** Most mid-

## BUYER'S GUIDE TO BASIC COPIERS

These copiers all have an 8.5-by-11 inch platen, can make up to letter-size copies, and do not include enlargement/reduction.

	Suggested retail price <sup>1</sup>	Nominal speed (copies-per-minute)	Duty cycle	Platen (Stationary or Moving)	Minimum copy size	Paper feed	Toner (Price/Colors)	Cost per copy	Multiple copies of single original	Dimensions (inches)	Weight (pounds)	Warranty	Features
CANON PC-3II	\$745	6	500	Moving	2-by-3.5	Single-sheet bypass	\$95/Black \$100/Red, blue, green, brown	.06 .07	1	14.4-by-16.4-by-5.4	25.5	90 days	Pop-up handle
PC-5II	\$895	6	500	Moving	2-by-3.5	50-sheet tray	\$95/Black \$100/Red, blue, green, brown	.06 .07	1 to 9	14.4-by-16.4-by-5.4	26	90 days	
PANASONIC APOGEE/1	\$799	3	500	Stationary	3-by-5	Single-sheet bypass	Dealer/Black, red, blue, green, brown, gold, silver	NA	1	14-by-16-by-4	12	Dealer	Exposure control, copy, delete, optional video interface, highlighting
RICOH LR-2	NA	8	1,500	Moving	2-by-3.5	Single-sheet bypass, 100-sheet cassette	NA/Black, red, blue, green	NA	1 to 20	16-by-19.3-by-8.9	44	90 days	
SHARP Z-30	\$1,000	5	1,000	Moving	2-by-3.5	50-sheet tray	\$120/Black \$120/Red, blue, green, brown	.06 .07	1 to 9	4.6-by-16.9-by-4.9	22	90 days	Automatic exposure control, pop-up handle
Z-50	\$1,100	8	2,000	Moving	2-by-3.5	Single-sheet bypass, 100-sheet cassette	\$130/Black \$130/Red, blue, green, brown	.04 .05	1 to 19	16.2-by-16.2-by-8.3	35	90 days	Automatic exposure control, adjustable paper cassette, automatic shutdown
XEROX 5008S	\$1,095	8	500	Moving	2-by-3.5	Single-sheet bypass, 100-sheet cassette	\$135/Black \$140/Red, blue green, brown	.02 .02	1 to 19	16-by-16-by-9	35	90 days	Automatic exposure control, auto power saver

KEY: Dealer = Dealer determines the price of toner and the length of the warranty period; NA = Not available at press time; <sup>1</sup> Street prices are usually 20 to 50 percent less.



range to high-end copiers can enlarge or reduce the size of your original within a range of 50 to 200 percent. Some offer several fixed percentages, whereas more advanced copiers have a zoom feature that allows you to set more precise enlargement/reduction percentages.

● **Color.** Interchangeable color-toner cartridges allow you to copy documents in red, for instance, to draw attention to them.

## SAVING TIME AND MONEY

After shopping around, you may find that your copy needs outpace your budget. Don't fret! This problem can be solved by either renting or leasing a copier or by purchasing a used or reconditioned machine.

As with other office equipment, copier rental or leasing plans are often available either through the dealer or independent leasing agents. Qualified businesses can lease equipment, with no down payment, for roughly 5 percent of the purchase price per

month, depending on the lease term and amount of the total purchase. If you are considering several pieces of office equipment, lease the whole package at once for a better rate. Renting is also a good way to see if a copier meets your requirements before purchasing the model.

If your budget is tight and you do not want to lease a copier, don't overlook purchasing a

used or remanufactured model—you get the equipment you need at a price you can afford. It's better to buy a used copier with an adequate duty rating than to buy an inadequate new copier. If you choose this route, make sure the dealer offers a suitable warranty and service policy.

Once you have the copier in your office, it will require regular care and maintenance. If you neglect your copier, Murphy's Law will assure that it stops working when you need it most. One way to avoid this is with a service package which many dealers include as an incentive to close a sale. Consider the service plan an important part of your purchase decision: It may save you time and money down the road.

Choosing the right copier for your office is important. An inadequate copier, or one that doesn't work properly, is likely to become a bottleneck in your office routine. Fortunately, the array of features and levels of quality available have never been better.

## MANUFACTURERS MENTIONED

Adler-Royal Business Machines (201) 232-7800; Canon USA Inc. (516) 488-6700; Harris/3M (404) 496-9500; Minolta Corp. (201) 825-4000; Mita Copystar America Inc. (201) 288-6900; Panasonic Co. (201) 348-7000; Ricoh Corp. (201) 882-2000; Sharp Electronics Corp. (201) 529-8200; Xerox Corp. (716) 427-5400.

## BUYER'S GUIDE TO MID-RANGE COPIERS

This group of copiers is for users who require copies of originals up to 11-by-17 inches in size but don't need reduction or enlargement.

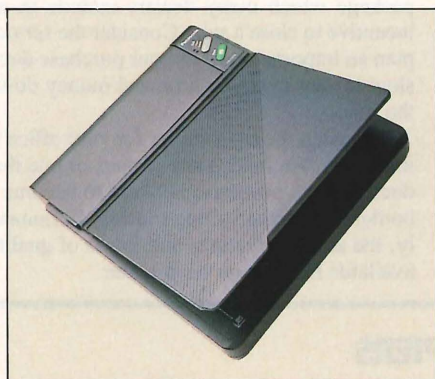
	Suggested retail price <sup>1</sup>	Nominal speed (copies-per-minute)	Duty cycle	Platen (Stationary or Moving)	Copy size (Minimum/Maximum)	Paper feed	Toner (Price/Colors)	Cost per copy	Multiple copies of single original	Dimensions (inches)	Weight (pounds)	Warranty	Features
ADLER-ROYAL TA 2008	\$998	8	500	8.5-by-14/ Moving	2-by-3.5/ 8.5-by-14	20-sheet tray	\$197/Black \$197/Red, blue, green, brown	.05 .06	1 to 19	16.1-by-16.6-by-6.4	31.7	90 days	Manual exposure control
CANON PC-5LII	\$1,095	5	500	8.5-by-14/ Moving	2-by-3.5/ 8.5-by-14	50-sheet tray	\$95/Black \$100/Red, blue, green, brown	.06 .07	1 to 9	16.5-by-16.4-by-5.4	26.5	90 days	
PC-6	\$1,495	8	500	8.5-by-14/ Stationary	2-by-3.5/ 8.5-by-14	Single-sheet bypass, 100-sheet cassette	\$145/Black \$100/Red, blue, green, brown	.05 .07	1 to 99	20-by-18.4-by-10.4	44.5	90 days	Automatic exposure control
HARRIS/3M 6010	\$1,795	10	5,000	8.5-by-14/ Moving	5.5-by-8.5/ 8.5-by-14	Single-sheet bypass, 250-sheet cassette	\$18/Black \$25/Red, blue, brown	.01 .01	1 to 99	15.7-by-17.3-by-5	15	90 days	Optional 10-bin sorter
6113	\$1,995	13	10,000	10-by-14/ Stationary	5.5-by-8.5/ 10-by-14	Single-sheet bypass, 250-sheet cassette	\$35/Black \$37.50/Red, green, blue, brown	.01 .02	1 to 99	22.7-by-19.9-by-13.3	76	90 days	Optional 50-sheet bypass tray
MINOLTA EP 2100	\$1,745	10	3,500	10-by-14/ Moving	4.5-by-5.5/ 10-by-14	Single-sheet bypass, 250-sheet cassette	\$30.50 for 3/Black, red, blue, sepia, green	.01	1 to 99	17-by-19-by-9.5	55.1	90 days	Automatic exposure control, auto two-color copying
MITA CC-10	\$998	8	500	8.5-by-14/ Stationary	2-by-3.5/ 8.5-by-14	20-sheet tray	\$197/Black \$197/Red, blue, green, brown	.05 .06	1 to 19	16.1-by-16.5-by-6.5	31.7	90 days	
CC-20	\$1,198	8	500	8.5-by-14/ Stationary	2-by-3.5/ 8.5-by-14	20-sheet tray, 100-sheet cassette	\$197/Black \$197/Red, blue, green, brown	.05 .06	1 to 19	16.1-by-16.5-by-8.2	33.7	90 days	
PANASONIC FP-1300	\$1,995	13	8,000	10-by-14/ Moving	4-by-6/ 10-by-14	Single-sheet bypass, 250-sheet cassette	\$12.25 for 6/Black \$43 for 6/Red, blue	less than .01 less than .01	1 to 99	23-by-21.3-by-13.8	135	Dealer	Manual exposure control
FP-1307	\$1,995	13	8,000	11-by-17/ Stationary	4-by-6/ 11-by-17	100-sheet bypass, 250-sheet cassette	\$12.25 for 6/Black \$43 for 6/Red, blue	less than .01 less than .01	1 to 99	24-by-23-by-17	121	Dealer	Manual and photo mode exposure control
RICOH LR-1	\$1,149	5	500	8.5-by-14/ Moving	2-by-3.5/ 8.5-by-14	50-sheet tray	\$95/Black \$100/Red, blue, green, sepia	.06 .07	1 to 9	16.5-by-16.4-by-5.6	27	90 days	
FT2010	\$1,999	15	3,000	11-by-17/ Moving	2-by-3.5/ 11-by-17	100-sheet tray	\$102 for 4/Black \$92 for 4/Red, blue, green	.01 .01	1 to 99	20.6-by-22.4-by-9	66	90 days	Automatic exposure control
SHARP Z-55	\$1,300	8	2,000	8.5-by-14/ Moving	2-by-3.5/ 8.5-by-14	Single-sheet bypass, 100-sheet cassette	\$130/Black \$130/Red, blue, green, brown	.04 .05	1 to 19	18.4-by-16.1-by-8.4	35	90 days	Automatic exposure control, adjustable paper cassette, automatic shutdown
XEROX 5008	\$1,295	8	500	8.5-by-14/ Moving	2-by-3.5/ 8.5-by-14	Single-sheet bypass, 100-sheet cassette	\$135/Black \$140/Red, blue, green, brown	.02 .02	1 to 19	19-by-16-by-9	35	90 days	Automatic exposure control, auto power saver

KEY: Dealer = Dealer determines the length of the warranty period; <sup>1</sup> Street prices are usually 20 to 50 percent less.



# Copier Sampler: Six Reviews

Here are reviews of six copiers. They are not intended to be compared with each other. Rather, these machines were chosen to show what is available in different price ranges. For other models in each price range, see the accompanying charts.



## Panasonic Apogee/1

SUGGESTED RETAIL PRICE: \$799

RATING: ★ ★

The Apogee/1 is a strange animal. Brilliantly designed, it may well be the copier of the future. The Apogee/1 is a digital copier—it

scans images like a fax machine instead of photographing images like other copiers. This allows users to "edit" originals before copying them. Sections of the original—such as confidential information—can be "blacked out" or electronically deleted.

With available options, the Apogee/1 can also print images from a television, VCR, or computer screen (but it cannot serve as a full-fledged printer). These features are interesting and remarkable in such a small and inex-

pensive device, but they are not needed in most home offices.

The Apogee/1 does not perform the primary functions of a copier very well—it makes mediocre copies. Additional limitations include the absence of a paper tray and enlargement/reduction feature, and it cannot make multiple copies of a single original. Nonetheless, the Apogee/1 provides a sneak preview of tomorrow's features, some of which may prove useful today.

## Xerox 5008S

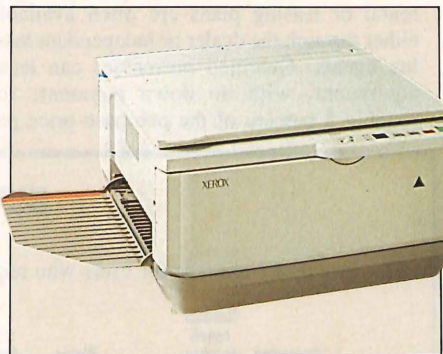
SUGGESTED RETAIL PRICE: \$1,095

RATING: ★ ★ ★

The 5008S is Xerox's smallest and least expensive copier—it's the size and weight of a large electric typewriter.

A quiet, handsome copier, the Xerox 5008S is intended for users who produce fewer than 25 copies per day on average, and don't need legal-size copies, enlargements, or reductions. The 5008S produces crisp, clean copies, even when originals are on colored paper. Black areas are solid, but colored originals are not always reproduced evenly.

Exposure control is limited to three positions: automatic mode and either slightly lighter or darker than automatic. Replacing the toner cartridges (available in black, red,



blue, green, and brown) can be somewhat messy.

(NOTE: Xerox also markets two other models, the 5008 and the 5008R/E, which include legal-size copy capability. The 5008R/E includes an enlargement/reduction feature.)

## BUYER'S GUIDE TO FEATURE-RICH COPIERS

These copiers can copy originals of up to 11-by-17 inches and include reduction/enlargement and other features.

	Suggested retail price <sup>1</sup>	Nominal speed (copies-per-minute)	Duty cycle	Platen (Size/Stationary or Moving)	Copy size (Minimum/Maximum)	Paper feed	Toner (Price/Colors)	Cost per copy	Multiple copies of single original	Reduction/enlargement (Preset or Zoom)	Dimensions (inches)	Weight (pounds)	Warranty	Features
CANON PC-6RE	\$1,695	8	500	10-by-14/Stationary	2-by-3.5/8.5-by-14	Single-sheet bypass, 100-sheet cassette	\$145/Black \$100/Red, blue, green, brown	.05 .07	1 to 99	Preset (70, 78, 86, and 122 percent)	20-by-18.4-by-10.4	44.5	90 days	Automatic exposure adjustment
PC-7	\$2,095	8	500	10-by-14/Stationary	2-by-3.5/8.5-by-14	Single-sheet bypass, 100-sheet cassette	\$135/Black \$100/Red, blue, green, brown	.05 .07	1 to 99	Zoom (70 to 122 by 1 percent increments)	20-by-18.4-by-10.4	44.5	90 days	Automatic exposure adjustment
HARRIS/3M 6213	\$2,495	13	10,000	10-by-14/Stationary	5.5-by-8.5/10-by-14	Single-sheet bypass, 250-sheet cassette	\$35/Black \$37.50/Red, green, blue, brown	.01 .02	1 to 99	Preset (64, 75, and 124 percent)	22.7-by-19.9-by-13.3	76	90 days	Optional 50 sheet bypass tray
MINOLTA EP 3120	\$2,695	12	7,500	11-by-17/Stationary	4.5-by-5.5/10-by-14	Single-sheet bypass, 250-sheet cassette	\$30.50 for 3/Black, red, blue, sepia, green	.01	1 to 99	Zoom (50 to 200 by 1 percent increments)	24.5-by-20-by-13.5	81.6	90 days	Automatic exposure control, auto two-color copying, auto toner supply control
RICOH FT2070	\$2,845	15	5,000	11-by-17/Moving	2-by-3.5/11-by-17	100-sheet tray 250-sheet cassette	\$102 for 4/Black \$92 for 4/Red, blue, green	.01 .01	1 to 99	Zoom (65 to 141 in 1 percent increments)	22.4-by-22.4-by-14.6	95	90 days	Optional automatic document feeder, optional 10-bin sorter
SHARP Z-70	\$1,700	8	2,000	8.5-by-14/Moving	2-by-3.5/8.5-by-14	Single-sheet bypass, 100-sheet cassette	\$130/Black \$130/Red, blue, green, brown	.04 .05	1 to 19	Preset (64, 75, and 124 percent)	18.5-by-17.3-by-10	45	90 days	Automatic exposure control, adjustable paper cassette, automatic shutdown
XEROX 5008 R/E	\$1,695	8	500	10-by-14/Moving	2-by-3.5/10-by-14	Single-sheet bypass, 100-sheet cassette	\$135/Black \$140/Red, blue, green, brown	.02 .02	1 to 19	Preset (64, 75 and 124 percent)	19-by-17-by-10	46	90 days	Automatic exposure control, auto power saver

KEY: <sup>1</sup>Street prices are usually 20 to 50 percent less.





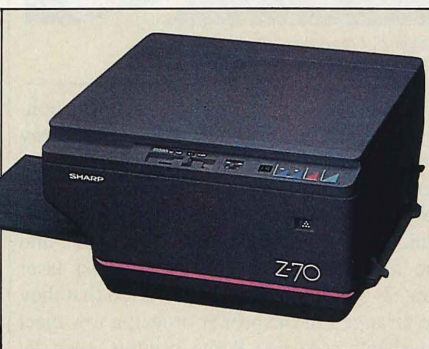
## Ricoh LR-1

*SUGGESTED RETAIL PRICE:* \$1,149

*RATING:* ★ ★

Smaller than most, the LR-1 is an attractive and capable personal copier, making letter-size copies at a rate of five per minute. The paper tray holds a maximum of 50 sheets and up to nine copies can be made of an original.

The LR-1 is adequate for anyone who anticipates making no more than five or ten copies a day and doesn't require an enlargement/reduction feature. It is a sturdy performer from a solid company, but the LR-1 faces competition from other, less expensive machines.

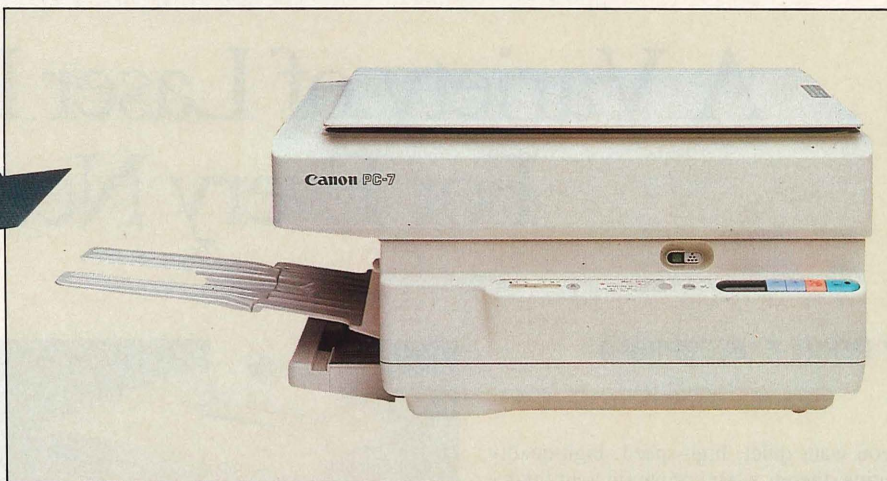


## Sharp Z-70

*SUGGESTED RETAIL PRICE:* \$1,700

*RATING:* ★ ★ ★

The Z-70 is the top of Sharp's line of personal copiers, where a machine of this caliber belongs. At a speed of eight letter-size copies per minute, with excellent quality, the Z-70 should be fast enough for most applications. Other features that put this copier near the top are an easy-to-read control panel, a hinged cover that facilitates copying from books, an adjustable paper tray that can hold letter- and legal-sized paper, and preset enlargement/reduction. Adding a toner cartridge is difficult, but not so difficult that it should dissuade you from buying this machine.



## Canon PC-7

*SUGGESTED RETAIL PRICE:* \$2,095

*RATING:* ★ ★ ★

Canon earns its stars by making a sturdy copier that handles all the basic chores well and also has a number of advanced features.

Structurally, the copier is a delight. Once a toner cartridge is inserted—a quick, easy, no-mess operation—the Canon PC-7 produces crisp, clear copies at a rate of eight pages per minute. If you are not satisfied, you can invoke the automatic exposure control feature or change the exposure manually, for finer control.

If your original is too large or too small, the zoom enlargement/reduction will adjust your copy size by 70 to 122 percent. The PC-7 can also make from one to 99 copies of an original.

The Canon PC-7 is versatile when handling paper: The tray holds 100 sheets of paper up to legal size (8.5 by 14 inches). For other materials, such as overhead transparencies, business cards, or mailing labels, you can use the manual-feed slot.

When looking for a copier, this machine is worth weighing against any other that you are considering.



## Minolta EP3120

*SUGGESTED RETAIL PRICE:* \$2,695

*RATING:* ★ ★ ★ ★

At almost twice the size of a personal copier, The Minolta EP3120 is for heavy use. This copier requires a significant investment, but is well worth it. The Minolta EP3120 has enough power to handle virtually all your needs.

The control panel is understandable and operates all of the copier's functions, including the zoom enlargement/reduction function. (The only missing feature is an automatic document feeder for originals.) The one problem with the EP3120: Replacing the toner requires some training.

If you need all of this copier versatility, the Minolta EP3120 deserves serious consideration. ■



# A Variety of Laser Printers For Every Need

BY HENRY F. BEECHHOLD

If you want quiet, high-speed, high-quality printing, there's a laser printer in your future. Laser printers produce superb output and print more quickly and quietly than dot-matrix printers. But excellence has its price: about \$1,500 and up. In all likelihood, instead of lower prices, new models will bring refinements of existing features (for instance, better paper handling), more built-in fonts and emulations, and increased duty cycle (the maximum number of pages a printer is designed to produce each month).

Before you begin searching for a laser printer, you need to know which type of page-description language (PDL) you want. A PDL is the language that allows a computer to communicate with the printer. The two leading PDLs are Hewlett-Packard's Printer Control Language (HP PCL), used by the HP LaserJet Series II, and PostScript, used by the Apple LaserWriter II series and other high-end laser printers.

A major advantage of PostScript is that when you have a font in one size, you can print it in any size without having to purchase additional fonts. Also realize that all major Macintosh desktop-publishing software *requires* a PostScript printer. However, a PostScript printer will cost you approximately \$2,000 more than a non-PostScript printer.

Once you have decided which PDL you want, you can start looking at printers. Check out the print quality of various printers first. Any other feature is useless without good print quality.

Next, consider the number and types of fonts the laser printer comes with. Printers advertised as having a large number of fonts may not necessarily give you real variety—most of the time they're just variations on the same typeface. A typeface is a style of a character—Times Roman, Courier, etc.—and a font is a complete set of printable characters in a specific typeface, size (for example, 12 point), and enhancement (for example, italic). Since almost all non-PostScript laser printers accept font cartridges, you can add others as you need them. But, unless specified, font cartridges for one brand of printer will not work in another brand.



For truly impressive output, choose the Star Micronics Laser Printer 8, Panasonic Laser Partner Model KX-P4450, Hewlett-Packard LaserJet IID, or QMS-PS 810 (clockwise from top left).

Another way to expand a printer's repertoire is through downloadable fonts, which come on disks and are loaded into the printer's memory in a manner analogous to loading a program into your computer's memory. The more memory a laser printer has, the better. Most basic models come with 512K of RAM. This amount of memory is capable of holding several downloadable fonts and printing a full page of graphics at half the resolution (150 dpi) of which most laser printers are capable. For graphics-intensive printing at full resolution (300 dpi), you'll need at least 1.5MB of memory. A 1MB RAM card will cost \$400 to \$800.

Paper handling is also something to ponder. Paper is typically fed from a paper tray (or cassette) that looks like a copier tray. Some more expensive laser printers take two trays simultaneously (for example, Panasonic Laser Partner), one for letter-size and one for legal-size paper. Also, most laser printers output pages face down (so that they are arranged in the proper order); a few eject the sheets face up. Some printers even let you choose between the two.

Hewlett-Packard, QMS, and Star Micronics claim that their laser printers output letter-size pages of text at a speed of eight pages per minute (ppm). Panasonic claims 11 ppm for its Laser Partner. Our laboratory tests showed that these printers actually run at a slightly slower speed than stated—with the Panasonic Laser Partner finishing at 10 ppm, the Hewlett-Packard LaserJet IID at seven ppm, and the others at six ppm.

Once you've seen what a laser printer is capable of, you'll probably be tempted to throw financial caution to the wind. Just keep in mind that street prices are often considerably below list prices. And, since a laser printer is a complex machine, don't forget to protect yourself with a service contract. The following reviews will help make your decision a little easier.

## REVIEWED IN THIS ISSUE

### Laser Printers:

Hewlett-Packard LaserJet IID  
Panasonic Laser Partner Model KX-P4450  
QMS-PS 810  
Star Micronics LaserPrinter 8

### Dot-Matrix Printer:

Brother M-2518

### Fax Board:

The Complete Fax/9600

### Fax Machine:

TandyFax 1000

### Telephone:

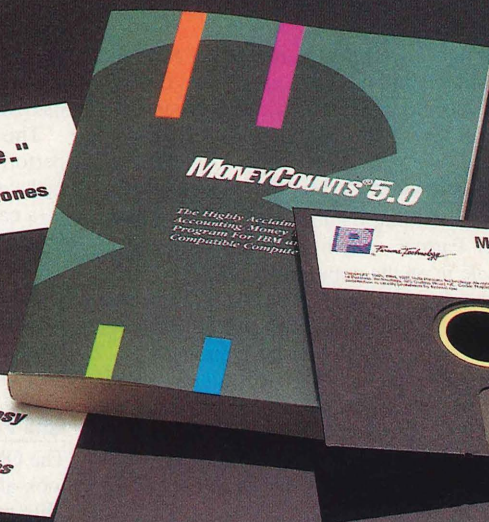
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## Hewlett-Packard LaserJet IID

The HP LaserJet IID is a workhorse of a printer, with all the capabilities for expansion and all the features of a non-PostScript printer you're likely to wish for.

The printer's basic functions (such as font selection and interface type) can be accessed through software or the control panel. The control panel's five status lights and an LCD keep you informed about what's going on inside the machine. Print intensity can easily be adjusted with the turn of a knob.

The HP can print on both sides of a page (duplex printing). It works by partially expelling the printed page and sucking it back in for a second run. As the sheets are completed, they exit the printer—either collated (face down) or uncollated (face up). You can switch between modes.

The IID accepts HP font cartridges and many downloadable fonts compatible with earlier HP LaserJet printers. If you don't happen to have HP LaserJet IID software drivers, LaserJet Plus or LaserJet Series II drivers should work.

The LaserJet IID should please the most demanding of users. It's a reliable machine and produces clean, crisp output. Graphics are good, but if you print large areas in solid black, the output may be streaky.

A Quick Reference Card and a clearly written, well-illustrated manual are included. HP manuals are among the best, and this one

is no exception.

HP has a well-earned reputation for good customer relations. You can get help through their customer-service number, though it's not toll free.

## Panasonic Laser Partner Model KX-P4450

There's nothing dainty about the Panasonic Laser Partner, which is clearly designed to muscle in on the popularity of the HP LaserJet family. This heavy, high-speed machine has a long list of features and, at discount prices, is one of the best buys around.

This printer took about 45 minutes to set up. The developer and drum units must be carefully unpacked and installed, and then toner powder needs to be added. Be careful—the drum is sensitive to handling and the toner can be messy!

The Laser Partner has two paper cassettes, which means you don't have to change cassettes to switch from letter- to legal-size paper. The elaborate command panel for selecting most of the printer's features (emulation, font, on-line/off-line, and others) has 16 membrane keys, six status lights, and an easy-to-read LCD. The panel also has a density-control knob for adjusting print darkness.

The type on a Laser Partner page doesn't look as sharp as that on an HP LaserJet printer page. Furthermore, the Laser Partner can't seem to handle the spacing of some of

the larger HP fonts as accurately as it should—at least when printing out Xerox *Ventura Publisher* documents. Nevertheless, the overall results are good.

This is a solidly built printer that should perform well for a long time. But don't try to make a heavy-duty production printer out of it (a caveat that applies to all printers in its price range).

The documentation contains dozens of charts and diagrams to help you set up and run the Laser Partner. A toll-free number is also provided for customer service and technical information.

## QMS-PS 810

The QMS-PS 810 is an HP LaserJet Series II look-alike, but it's PostScript compatible. This printer also closely resembles the Star Micronics LaserPrinter 8.

The front panel consists of status lights for on-line/off-line modes, data input, toner out, and paper out. A print test (an optional menu selection on most printers) is produced every time you turn on the printer.

*PS Executive* (a \$150 program usually supplied free with the printer by QMS dealers) provides setup and utility programs for the printer. It gives you the ability to print a status page, download PostScript fonts, test and set the printer alignment, set and reset emulations and ports, and print out an impressive collection of sample files.

## A SIDE-BY-SIDE COMPARISON OF FOUR LASER PRINTERS

	Hewlett-Packard LaserJet IID	Panasonic Laser Partner Model KX-P4450	QMS-PS 810	Star Micronics LaserPrinter 8
<b>Company</b>	Hewlett-Packard Co. P.O. Box 10301 Palo Alto, CA 94303 (800) 752-0900	Panasonic Industrial Co. Two Panasonic Way Secaucus, NJ 07094 (800) 742-8086	QMS, Inc. One Magnum Pass Mobile, AL 36618 (800) 631-2692, (205) 633-4300 in Alabama	Star Micronics America, Inc. 200 Park Ave., Suite 3510 New York, NY 10166 (212) 986-6770
<b>Suggested Retail Price</b>	\$4,295	\$2,595	\$5,495	\$2,799
<b>Rating</b>	★★★★	★★★	★★★	★★★
<b>Printers Emulated</b>				
HP LaserJet Plus	Yes	Yes	Yes	Yes
HP LaserJet Series II	Yes	No	No	No
PostScript	No	No	Yes	No
Other	None	Diablo 630, Epson FX-286, IBM Proprinter, Panasonic KX-P1092i	Diablo 630, HP 7474A plotter	Diablo 630, Epson EX-800, IBM Proprinter
<b>Memory (Standard/Maximum)</b>	640K/4.6MB	512K/1.5MB	2MB/3MB	1MB/2MB
<b>Maximum Speed (ppm)</b>	8/3.7 (duplex)	11	8	8
<b>Manual Feed</b>	Yes	No	Yes	Yes
<b>Duty Cycle (pages per month)</b>	7,500	5,000	5,000	4,000
<b>Built-in Fonts</b>	24 <sup>1</sup>	11	35	4
<b>Font Cartridge Slots</b>	2	1	None	2
<b>Interfaces</b>	Parallel, Serial	Parallel, Serial	AppleTalk, Parallel, Serial	Parallel, Serial
<b>Number of Paper Cassettes</b>	2	2	1	1
<b>Sheets per Cassette (Max.)</b>	200	250	200	200
<b>Dimensions (inches)</b>	18-by-25-by-12.3	28-by-17-by-14.5	18-by-25-by-9	17.9-by-19-by-9.1
<b>Warranty (years)</b>	1	1	1	1
<b>1MB Memory Expansion Board</b>	\$595	\$449	\$795	\$400
<b>Other Options</b>	Envelope Feeder, \$350; Font Cartridges, \$150-\$330; 2MB Memory Expansion Board, \$1,195	Font Cards, \$145; Legal Cassette, \$59; Envelope Cassette, \$85	PostScript Fonts, \$145-\$275; Big Bin 1000 Sheet Feeder, \$795; SX Envelope Cassette, \$89	Legal Cassette, \$149; Font Cartridge, \$139-200

KEY: ○ Poor; ★ Average; ★★ Good; ★★★ Very Good; ★★★★ Excellent; <sup>1</sup>14 built-in fonts and 10 fonts on included cartridge.



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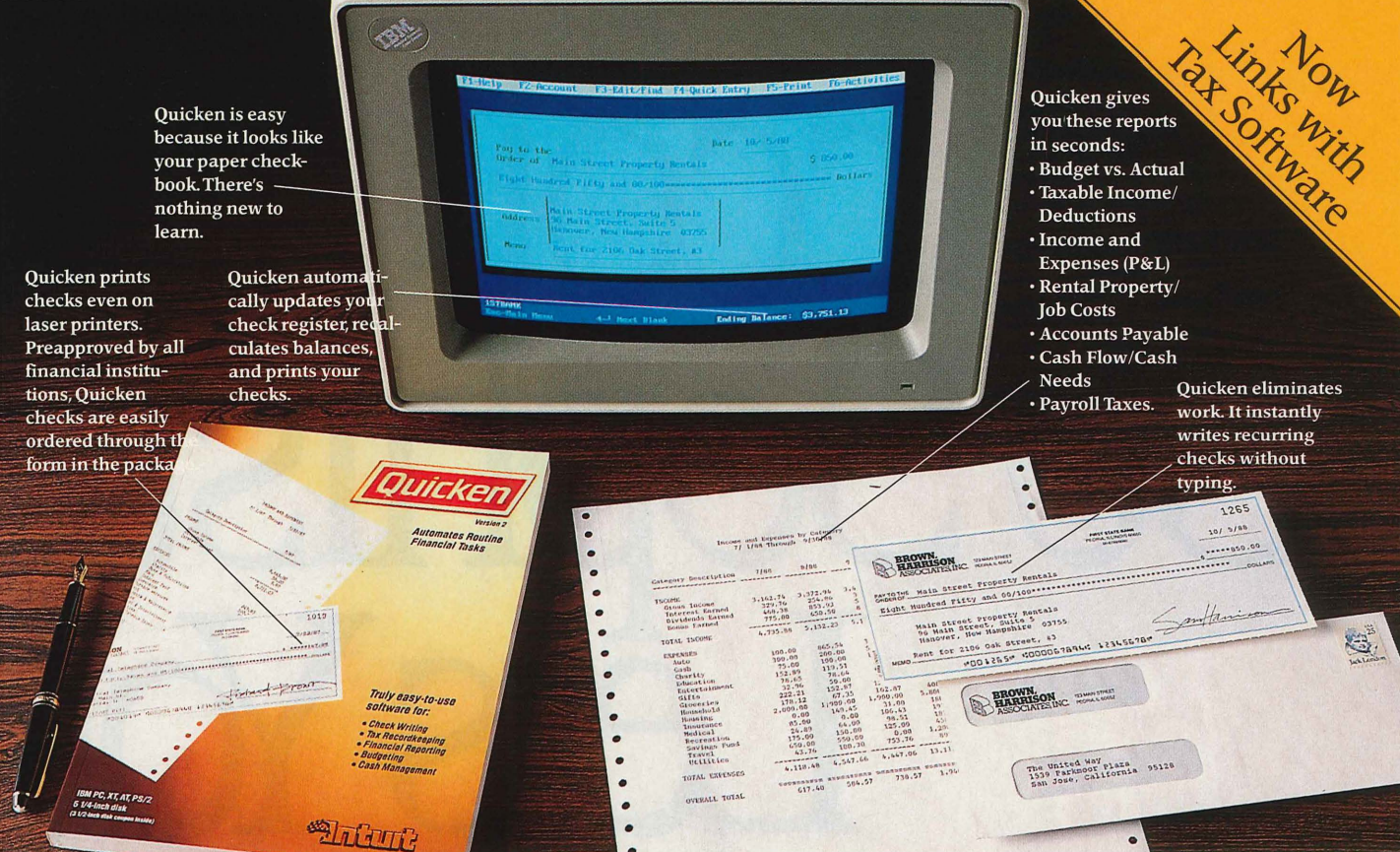
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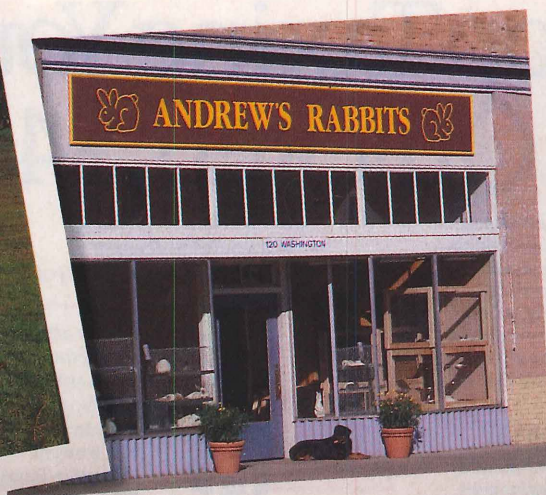
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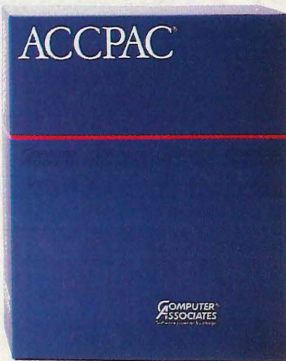
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Because the PS 810 is mechanically the same as the HP LaserJet Series II, print quality is no different from that of the HP, but a page may look sharper by virtue of the fine-tuning capabilities provided by PostScript, which gives you a lot of control over every aspect of typography.

I found the PS 810's PostScript print speed somewhat slow, especially with graphics-intensive documents. Even using HP LaserJet emulation, the printer was no speed demon. For the price, it should do better. However, it is solid and reliable, and to me, that's more important than raw speed. Even more important is the superlative quality of the graphics. It's hard to believe that 300-by-300 dpi can look so stunning.

The wire-bound printer manual is clear enough to get you started, and a Quick Reference Card lists the display panel information,

resident typefaces, and the nine interface and emulation selections. There is a technical support number (not toll free) if you have any problems.

#### Star Micronics LaserPrinter 8

If the Star Micronics LaserPrinter 8 looks familiar, don't be surprised: it's almost indistinguishable from the HP LaserJet Series II and the QMS-PS 810. Star Micronics has made some worthwhile additions that are not native to the LaserJet—extra fonts, emulations, and memory. So, if you're looking for a LaserJet Series II clone, the Star Micronics will do the job well.

All you have to do is open the printer, insert the toner cartridge (the same one used by HP), connect the power and interface cables, set the control panel (furnished with the usual membrane keys, status lights,

and LCD), and you're ready to print. With the proper drivers installed, the printer behaves as any other good-quality laser printer would. Print quality is excellent and as indistinguishable from HP's as the appearance of the printer itself. Downloaded fonts from HP LaserJet Plus software run perfectly.

As with the LaserJet Series II, pages can be ejected from the machine face down (collated) or face up (uncollated). It's just a matter of pulling down the rear panel.

The wire-bound user's manual covers printer setup and operation and gives you illustrations to help you along. Service and technical assistance are available through your retailer.

(For five additional laser printer reviews, see the "Buyer's Guide to Laser Printers" in our October 1988 issue.)

# A Workhorse Printer, Two Reliable Faxes, and a Quality Two-Line Phone

#### About Our Reviews and Ratings

Each month, HOME-OFFICE COMPUTING's Hardware Reviews take an in-depth look at new and worthwhile computers, peripherals, fax machines, copiers, phones, and other hardware.

Our reviewers set up the equipment in their own home offices. After heavy use and extensive testing, they rank each item on the basis of suitability for the home office and on overall value, taking into account performance, features, ease of setup, ease of learning and use, documentation, size, expandability/versatility, support, availability, warranty, and value for the money.

Then, the HOME-OFFICE COMPUTING Hardware Testing Lab conducts its own battery of tests (a printer speed test, for example) and verifies manufacturers' specifications. Finally, our technical editors weigh the reviewers' rankings, the lab test results, and their own experience to determine an overall rating on a scale of zero to four stars:

○	Poor	★★★	Very Good
★	Average	★★★★	Excellent
★★	Good		

#### Note on Hardware Requirements:

Any product listed as requiring an IBM PC/XT/AT or compatible should also work with an IBM PS/2 Model 25, Model 30, or Model 30 286.

## Brother's M-2518: Practical Paper Handling

#### Brother M-2518

Brother International Corp., 8 Corporate Place, Piscataway, NJ 08855; (201) 981-0300

RATING: ★★

SUGGESTED RETAIL PRICE: \$1,295

HARDWARE REQUIREMENTS: IBM PC/XT/AT or compatible with parallel port and cable

TYPE: 18-pin dot matrix

DRAFT SPEED (PICA): 300 characters per second (cps)

NEAR-LETTER-QUALITY SPEED (PICA): 75 cps

GRAPHICS RESOLUTION: 216-by-240 dpi

PAPER WIDTH: Minimum: 3 inches; maximum: 17 inches

EMULATIONS: Epson EX/FX series; IBM Printer XL

OPTIONS: Dual-bin cut-sheet feeder (\$449), four-color ribbon (\$45), font card (\$149), serial interface (\$70)



DIMENSIONS: 24.4-by-7.4-by-10.2 inches

WARRANTY: One year

Companies that manufacture printers are demanding premium prices for their wide-carriage models, since only a small number of businesses require this type of printer. Brother International is no exception.

The M-2518 wide-carriage dot-matrix printer is touted by Brother as having revolutionary paper-handling capabilities. *Evolutionary* would be a more accurate term. Its Paper Parking and Paper Express features are useful, but they haven't yet been perfected.

Paper Parking allows you to switch between continuous-form and single-sheet paper without removing the continuous-form paper from the tractor feed. But, after I



inserted a single sheet of paper into the printer, this feature failed to hold the continuous-form paper in place and allowed both sheets to feed through the platen at once. I had to manually twist the platen knob backward after activating Paper Parking, to prevent this from happening. This isn't ideal, but it's simpler than having to completely remove the paper from the tractor feed before inserting single sheets of paper.

Thanks to Paper Express's straight paper path, you can feed single sheets through a slot in the rear, and multipart forms stay perfectly aligned.

One more note on paper handling: Snapping off continuous-form paper requires a hard tug. This occasionally results in torn paper or the paper being pulled out of alignment.

The control panel, located on the top, right-hand side of the printer, lets you select various printing enhancements, such as fonts and print styles. All controls are clearly visible and easy to use. Popping open the control-panel door reveals a listing of error codes that may be displayed on the LCD at the center of the control panel. DIP switches are conveniently located inside. Shifting between forms (single-sheet, dual-bin sheet-feed, and envelopes) is as simple as pushing a button and moving a lever. Helpful green lights indicate what mode the printer is in.

The M-2518 produces draft print at 300 cps, near-letter-quality (NLQ) print at 75 cps, and what Brother considers letter-quality (LQ) print at 50 cps. Due to Brother's use of 18 pins instead of the 24 pins used by many other printers, the letter-quality print still has a spotty look. The M-2518 does print in color—just slip in the optional color ribbon (\$45). No other adjustments to the printer are required.

Although the owner's manual is complete, it is sometimes difficult to comprehend. It lacks an index, and the illustrations are poorly drawn and confusing.

Nonetheless, the Brother M-2518 is a workhorse. If your printing requirements are heavy and you occasionally need to print in color, the M-2518 is worth a look.

—TIM HAZEN

## A Fax for Your Computer

### The Complete FAX/9600

The Complete PC, 521 Cottonwood Dr., Milpitas, CA 95035; (408) 434-0145

**RATING:** ★ ★ ★

**SUGGESTED RETAIL PRICE:** \$699

**HARDWARE REQUIREMENTS:** IBM PC/XT/AT or compatible with DOS 3.1 or higher, hard-disk



drive, and 512K of RAM

**COMPATIBILITY:** Group 3

**MODEM SPEED:** 9600 baud (automatic fallback)

**RESOLUTION:** Standard (203-by-98) and fine (203-by-196)

**FEATURES:** Background operation, delayed transmission, automatic redial, broadcasting, personalized cover sheet, on-screen display of faxes with zoom and scaling, password polling

**SOFTWARE INCLUDED:** CFX v.2.1

**SUPPORTED FILE FORMATS:** Dr. Halo II, PC Paintbrush+, Microsoft Windows Paint, Epson FX graphics files (sending), and TIFF (receiving)

**OPTIONS:** 2400-baud Hayes-compatible modem (\$199), on-board voice messaging system (\$199)

**DIMENSIONS:** Full-slot PC (9.3-by-4 inches)

**WARRANTY:** Two years

Have you been looking for a way to tap into the growing facsimile network without losing any office space? The Complete PC may have the answer—the Complete FAX/9600.

The Complete PC took a high-end fax machine and removed the parts that could be duplicated by computer peripherals—the printer and the scanner. Then, they put what was left on a board that fits into any IBM PC-compatible slot. The result is a fax board.

The Complete FAX/9600 works just like a normal fax machine, with a few exceptions. Any document that you have on disk can be sent without being printed. The print quality of received faxes depends on your printer and not a fax machine. If you have a laser printer, for instance, the faxes will look much better than a regular fax machine's output. The main drawback to any fax board is that you will need a scanner to send any document that does not originate on your computer.

The FAX/9600 is easy to install. It took me about 10 minutes to configure the board and insert it into an empty slot. If you already have a modem, make sure that you carefully reset the DIP switches on the fax board, but if you don't own one, you can buy the modem option for the FAX/9600.

Software installation is straightforward, but be forewarned: The installation process may modify your AUTOEXEC.BAT file.

The clear, well-indexed documentation walks you through installation and use. It also includes a troubleshooting section, which will help you solve most of the problems you might encounter. There's also a

toll-free technical support line, for any questions the manual doesn't address.

Once properly installed, the system operates smoothly. You prepare a document, call up CFX, tell it which file to send, where and when to send the file, and exit the program. The Complete FAX/9600 takes care of the rest. Because it's designed to run in the background, the fax board can send and receive documents while you do other work.

However, there is one minor inconvenience. As a heavy word-processor user, I usually keep my text files configured for a laser printer. To use the FAX/9600, I must reconfigure them to its specifications, as if I were sending output to a different printer. A small point, but the more times you convert or transfer files, the more chances you have for making mistakes.

After using the FAX/9600 for a few weeks, I had very few problems sending and receiving faxes, and all the features worked as advertised.

Overall, this is a good product and well worth the \$699 suggested retail price. You will receive the most benefit if your outgoing fax documents are generated on your computer. However, if you want to send many faxes from already-printed pages, the need to buy a scanner makes the Complete FAX/9600 a questionable acquisition. (*For more on fax boards, see the miniguide to fax boards coming in the May issue.*)

—JOHN J. MCGONAGLE, JR.

## First TandyFax Makes Good Impression

### TandyFax 1000

Tandy Corp., 1700 One Tandy Center, Fort Worth, TX 76102; (800) 390-3700

**RATING:** ★ ★ ★

**SUGGESTED RETAIL PRICE:** \$1,299

**COMPATIBILITY:** Group 3, Group 2

**DOCUMENT WIDTH:** 8.5 inches

**RECORDING PAPER SIZE:** 8.5 inches-by-98 feet (roll)

**MODEM SPEED:** 9600 baud (automatic fallback)

**PRINTING METHOD:** Thermal

**DISPLAY:** Two-line, 40-character LCD

**RESOLUTION:** Standard (203-by-98), fine (203-by-196), superfine (203-by-391)

**AUTOMATIC DOCUMENT FEEDER:** Five pages

**FEATURES:** Error-code readout; free, secure, delayed, and turnaround polling; voice request; pulse/tone dialing; adjustable speaker volume; activity, telephone, program, and fax parameter reports; terminal identification; five one-touch and 70 two-button speed-dial numbers; delayed trans-





mission; adjustable contrast; mute button; memory protect switch; manual straight-edge paper cutter; copy function

**DIMENSIONS:** 5-by-12.5-by-12 inches

**WARRANTY:** 90 days

This is a great time to buy a facsimile machine. They are the hottest office products around, and manufacturers are tripping over themselves to offer consumers more and more features. Radio Shack has joined the fray with the TandyFax 1000—a reasonably priced, full-featured fax machine.

A top-flight fax machine should be programmable so you can automate the calls you frequently make. It should also have automatic reception, delayed transmission, polling, and adjustable contrast, and should double as a copier. The TandyFax 1000 has all of these features and more.

I was impressed with the TandyFax's programmability. It can hold up to 75 telephone numbers, accessible either with one-touch dialing or with the Memory Dialing function, which uses a two-number code. You can even program the TandyFax 1000 to poll all 75 numbers, at the touch of one key.

Polling is a system in which fax machine A calls fax machine B to receive a document from B. The TandyFax 1000 has four variations on this theme. Free polling is the system described above. Secure polling requires the calling machine to send a special code before the TandyFax will send a document. This prevents unauthorized people from receiving documents intended for others. Delayed polling allows you to program your machine to poll at a later time.

Turnaround polling is a function that allows a fax machine to complete two operations in one call. The TandyFax will call a machine, send a document, and then query the other machine for a document.

The TandyFax can also put your personal identification on each document sent, but you have to enter text using numeric codes from a chart in the back of the instruction manual—a little tedious.

Record keeping is made easy by the TandyFax's four different reports. It keeps a journal of all fax activity with time, date, telephone number called, number of pages sent or received, and length of call. Also printed are the 75 speed-dial telephone num-

bers in the unit's memory, a report of how the machine is programmed (for delayed transmission or polling, for instance), and the TandyFax's parameter settings (for example, fine mode and automatic reception).

The TandyFax 1000 is not without its problems. The feature I miss the most is the ability to store documents in memory for delayed transmission or polling, a feature found in some high-end fax machines. Memory should be included in the TandyFax, because it has a tendency to jam if the paper isn't correctly placed in the feeder. It's easy enough to correct if you're standing next to the machine and it's beeping at you, but if you've set it to transmit at 3 a.m. and it jams, you have a problem.

Another advantage of memory is that it can store large numbers of pages. The TandyFax will hold only five pages at a time in its automatic document feeder. You can feed more pages, but once again, you have to be there. It won't be a problem if you're sending five pages or fewer during a transmission period. But during the evaluation, I had to send a 50-page manuscript. Not pleasant.

The TandyFax 1000 is a great buy for someone who sends or receives a lot of faxes. It is also a good choice if your business is growing, because many of its advanced features are more useful in larger environments. As your business gets bigger, the TandyFax 1000 is already on board and ready for the challenge.

—STEPHEN MILLER

## Call a Name, Not a Number

### BellSouth 2000

BellSouth Products, Inc., 3000 Riverchase Galleria, Birmingham, AL 35244; (205) 985-6356

**RATING:** ★ ★ ★

**SUGGESTED RETAIL PRICE:** \$160

**TYPE:** Two-line speakerphone

**FEATURES:** 200-name dialing directory; one-line LCD; auto busy and last number redial; three direct-access keys; tone/pulse dialing; Conference, Flash, Hold, Line 1, and Line 2 buttons; line-status indicators

**DIMENSIONS:** 9.3-by-8.3-by-2.9 inches

**WARRANTY:** One year

When I took the BellSouth 2000 out of its box, my first thought was that it had a peculiar design: It was not quite ugly, but it didn't look like most other phones. The handset was cradled horizontally rather than vertically, its face was dominated not by dial buttons but by one of those Chiclet-style alphabetic keyboards, and the dial buttons were located off to the side like a computer keyboard's

numeric keypad. I had little hope.

The 2000 does have an impressive list of features, but so do many other two-line phones. The difference is how they're implemented.

The unit has two standard telephone jacks and two buttons marked L1 and L2. An indicator under each button displays the status of the line: whether it is in use, on hold, or ringing. In addition to the standard Hold and Flash buttons, the 2000 also has a Conference button that allows you to hold a three-way conversation, with callers on both lines. This turned out to be a useful feature.

The BellSouth 2000 has room for 200 numbers and stores them in a unique fashion. Rather than using a button for speed or memory dialing (which always entails writing down the name on a cardboard insert that's hard to get back in properly), the 2000 lets you store numbers by the name of the person you want to call. That's where the keyboard comes in. You use it to type in the name, then the number. When you want to call someone on the list, just hit the first initial of his or her name and it appears on the LCD. If there is more than one person with the same first initial, just continue to type more letters of the name until the right one comes up. Then you hit the redial button, and the rest is automatic.

I am not a big fan of speakerphones, or the handsfree option, as BellSouth calls it. It is fine on the sending end because you can move around the room to do other things. On the receiving end, however, most speakerphones sound, at best, as if someone is



shouting from the bottom of a well; at worst, the sound is incomprehensible. The 2000 has the best speakerphone my callers have ever heard. It is not as clear as talking into the handset, but it is head and shoulders above most other speakerphones.

Ironically, just as I began writing this review, I was listening to some old Motown tapes, and the Temptations's "Beauty's Only Skin Deep" started playing. That's how I feel about this phone. It's not a classic beauty, but the more I used it and saw how well it worked, the better it began to look. Now, not only is it a great phone, but I think it's kind of cute, too.

—STEPHEN MILLER



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## GAMES

**ARCADE GAMES (106)** Has Kong, 3-D Pacman, Bricks, Pango. (Requires color.)

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**CARD GAMES (109)** Canasta, hearts, draw poker & bridge.

**STRIKER (110)** Defender-like game. "Top Gun" in space.

**FLIGHTMARE (112)** Futuristic fighter pilot game. (Requires color graphics adapter.)

**SLEUTH (117)** Who done it? **DND (119)** Like Dungeon and Dragons.

**ROUND 42 (120)** Better than Space Invaders. 42 levels.

**GAMES IN BASIC (124)** Lander, biorhythms, desert, Phoenix, Star Wars, others.

**QUEST (152)** Role playing adventure fantasy game. (Requires CGA.)

**SPACE WAR (158)** Dogfight in outer space, using phasers, photon torpedoes, etc.

**BRIDGE PAL (171)** Complete game of contract bridge, with tutorial.

**FENIX (193)** Just like the famous arcade game.

**PINBALL GAMES (197)** Pinball, Rain, Twilight Zone, Wizard, etc.

**LID-GAMES (GAM8)** Animals math, clock game, alphabet, etc.

**CHESS (GAM9)** Incredible. 2D and 3D. Many levels. Play back moves, store games.



**EGA RISK (GAM11)** World domination in great color. Includes EGA Asteroids.

**PC PRO-GOLF (GAM27-28)** Great graphics. Complete 18 hole, 72 par course. (CGA)

**PEARL HARBOR (GAM32)** Shoot down Jap Zeros before they destroy U.S. Fleet. (CGA)

**ULTIMA 21 DELUXE (GAM34)** Best Blackjack game around. Includes Video Poker.

**FORD SIMULATOR (GAM37)** Great driving simulation. (CGA)



## MUSIC

**PIANOMAN 4.0 (301)** Turn your keyboard into a piano.

**PC-MUSICIAN (302)** Compose, save, and play music.

## WORD PROCESSING

**PC-WRITE 3.0 (434, 435, 436)** (3 disks) Newest version! Very popular and complete.

**PC-TYPE+ (421-423)** (3 disks) Excellent. Includes mail merge, 100,000 word spelling checker. Interfaces with PC-File+, PC-Style.

**MAXI-MAX (432)** 59 macros to use with Word Perfect 4.2 or later. 11 templates for forms, border designs, etc.

## GRAPHICS

**KEYDRAW CAD SYSTEM (1001, 1002, 1065)** (3 disks) Popular. Also uses mouse. (Requires color graphics - CGA.)



CURSOR MODE SCI PG00 10 1 M

**SIDEWAYS (1007)** Prints text sideways. Useful for spreadsheets.

**SIMCGA/HGCIBM (1027, 1062)** (2 disks) Use with Hercules graphics card/ compatibles to run programs requiring CGA on your monochrome PC.

**IMAGE 3-D (1048)** Create and edit 3-D objects. Move, scale, rotate and tip image.

**FINGERPAINT (1050)** Use keyboard or mouse to draw. Like MacPaint. (Requires CGA or EGA.)

**DANCARD 3-D (1051, 1052)** (2 disks) Create 3-D graphics. Rotate, magnify, etc. Runs on CGA, EGA, or Hercules.

**DonC-D3D**

**Version 2**

**FANTASY (1057)** Create flowing graphic images with mouse or keyboard. (CGA.)

**FLOWCHARTING (1078-1079)** Complete system for flowcharts, organizational, electrical, etc., with symbols.

**SPREADSHEETS**

**AS-EASY-AS (505)** Great. Includes screen help menus. Utilizes function keys. A Lotus clone that reads Lotus files.

**PC-CALC+ (512-514)** (3 disks) Jim Button's famous Lotus clone.

## BASIC

**PC-PROFESSOR (1401)** BASIC tutorial. Good.

**BASIC PROGRAM GENERATOR (1402)** The menu driven way to write programs.

**B-WINDOW (1407)** Give windowing capabilities to your Basic program.

## UTILITIES

**HOMEBASE (2608, 2612, 2613)** Complete desktop organizer. Great!

**PROFESSIONAL MASTERKEY (2805)** Like Norton's. Retrieve deleted files. A lifesaver.

**BAKER'S DOZEN (2821)** 13 utilities from Buttonware.

**AUTOMENU (3003)** Make PC menu driven. Incl. passwords.

**SCREEN (3006)** Save your monitor from screen burn-in.

**DOT MATRIX FONTS (3061-3062)** (2 disks) Print your text in different fonts. Works with most printers.

## ACCOUNTING/FINANCE

**MARKET CGA (BUS17)** Performs sophisticated analysis on stocks, funds, etc. (EGA version is BUS16).

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**HELP DOS (1326)** On line DOS help with menus. Includes DOS dictionary of terms and a hints menu.

## RELIGION

**THE BIBLE (3301-3306)** (6 disks) Old Testament, King James version.

**THE BIBLE (3307-3308)** (2 disks) New Testament, King James version.

**WORD WORKER (3309-3310)** (2 disks) Bible search program. New Testament, King James version.

**BIBLEMEN (3330)** Excellent Bible quiz program.

## EDUCATION

**AMY'S FIRST PRIMER (248)** Children's learning game that teaches letters, numbers and keyboard.

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**LOTUS SPREADSHEET TEMPLATES (602)** Ready-made. (Requires Lotus 1-2-3)

**GOAL-SEEKER V3.5 (624)** Achieve objectives by changing spreadsheet and seeing result. (Requires Lotus.)

**LOTUS TUTORIAL (630)** Learn Lotus (requires Lotus.)

## APPLICATIONS

**FORM LETTERS (1907)** Commonly used form letters and business applications.

**EZ-FORMS (1908)** Make forms to meet different needs.

**MANAGER'S PLANNER (1920)** Daily planner. Prints out.

**HOME INVENTORY (1966)** Track all your possessions.

**BIORHYTHM (1990)** Display the 3 biological cycles: physical, emotional, intellectual.

**FAMILY HISTORY (2203-2204)** (2 disks) Create files and genealogical reports.

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## TELECOMMUNICATIONS

**Q-MODEM 3.1 (1101, 1102, 1144)** (3 disks) Powerful but easy to use. Fast.

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	3. dBase IV <i>Ashton-Tate</i>	3. The Print Shop w/Graphics Library <i>Broderbund Software</i>	3. Where in the World . . . <i>Broderbund Software</i>	3. T.V. Game Shows <i>ShareData</i>	
	4. Sideways v3.2 <i>Funk Software</i>	4. Calendar Creator Plus <i>Channelmark Corp.</i>	4. Math Blaster Plus <i>Davidson &amp; Associates</i>	4. Jack Nicklaus Golf <i>Accolade</i>	
	5. Windows/286 v2.10 <i>Microsoft Corp.</i>	5. PrintMaster Plus Bonus Pack <i>Unison World</i>	5. Reader Rabbit <i>The Learning Company</i>	5. Grand Prix Circuit <i>Accolade</i>	
	6. Allways <i>Funk Software</i>	6. WillMaker v3.0 <i>Nolo Press</i>	6. Think Quick! <i>The Learning Company</i>	6. Advanced Dungeons & Dragons Pool of Radiance <i>Strategic Simulations/EA</i>	
	7. Turbo C v2.0 <i>Borland International</i>	7. Micro Cookbook <i>Pinpoint Publishing</i>	7. Typing Tutor IV <i>Simon &amp; Schuster</i>	7. 4th & Inches <i>Accolade</i>	
	8. ProComm Plus v1.1 <i>Datastorm Technologies</i>	8. TaxView <i>Softview, Inc.</i>	8. Math Rabbit <i>The Learning Company</i>	8. Hardball <i>Accolade</i>	
	9. First Publisher v2.0 <i>Software Publishing Corp.</i>	9. Andrew Tobias's Tax Cut <i>MECA</i>	9. Barron's Study Program for the SAT <i>Barron's Educational Series</i>	9. Scrabble <i>Electronic Arts</i>	
	10. The Prodigy Service <i>Prodigy Services Co.</i>	10. Money Mate v3.0 <i>Mindscape</i>	10. Sesame Street Letters For You <i>Polarware Software</i>	10. Test Drive <i>Accolade</i>	
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	4. PageMaker v3.0 <i>Aldus Corp.</i>	4. World Class Fonts!/vol 1 & 2 <i>Dubl-Click Software</i>	4. Math Blaster! <i>Davidson &amp; Associates</i>	4. Leisure Suit Larry <i>Sierra On-Line</i>	
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	10. File Maker II <i>Claris Corp.</i>	10. WillMaker v3.0 <i>Nolo Press</i>	10. 101 Macros for Excel <i>Individual Software</i>	10. Dark Castle <i>Silicon Beach Software</i>	
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	2. AppleWorks v2.1 <i>Claris Corp.</i>	2. Quicken <i>Intuit</i>	2. Where in the World is Carmen Sandiego? <i>Broderbund Software</i>	2. Wings of Fury <i>Broderbund Software</i>	
	3. TimeOut QuickSpell <i>Beagle Brothers</i>	3. Bank Street Writer Plus <i>Broderbund Software</i>	3. Think Quick! <i>The Learning Company</i>	3. Zany Golf <i>Electronic Arts</i>	
	4. Publish-It! v2.0 <i>Timeworks</i>	4. The Print Shop Sampler Graphics <i>Broderbund Software</i>	4. Math Blaster Plus <i>Davidson &amp; Associates</i>	4. Rampage <i>Activision/Mediagenic</i>	
	5. WordPerfect v1.1 & v2.0 <i>WordPerfect Corp.</i>	5. The Print Shop Party Graphics <i>Broderbund Software</i>	5. Mavis Beacon Teaches Typing <i>The Software Toolworks/EA</i>	5. Test Drive <i>Accolade</i>	
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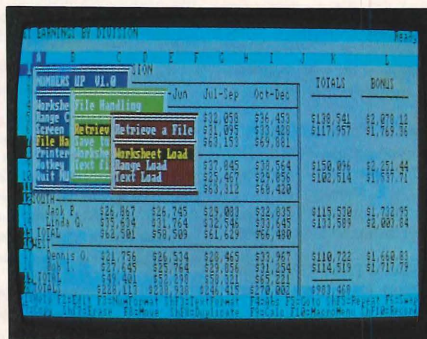
# Memory-Resident Spreadsheet and Colorful Mac Presentations

## Also: A Professional-Level MS-DOS Word Processor

Our reviews of application software use shorthand to describe several of the details associated with any package. This is particularly true under "System Requirements"—where the minimum system configuration is noted—so we have provided the following table of computers for you to refer to as needed. Hardware, software, and memory are required unless noted as "recommended" or "optional." When more than one computer is listed under "System Requirements," the machine marked with an asterisk (\*) is the type on which the software was reviewed. Requirements are *not* listed where obvious (for instance, printers with word processors or modems with communications programs). Operating system requirements, such as MS-DOS or the Macintosh System file, are listed only when they're not the standard, minimum requirement (DOS 2.0 for IBM PC or compatibles, System 3.2 for the Macintosh, or ProDOS for the Apple II). For those computer systems that can use both 5.25- and 3.5-inch disks (IBM PC and PS/2 or the Apple II), we've listed only those disk sizes that are either supplied with the software or available at no extra cost from the publisher. Since most productivity software is not copy protected, we have indicated—with the letters "CP"—only those programs that are copy protected. The version listed is the version reviewed; publishers may release subsequent versions at any time.

Designation	Models
128K Apple	IIf/Ic/IIGS (in IIf/c mode) and compatibles
128Ke Apple	IIf (enhanced ROM)/Ic/IIGS(in IIf/c mode)
Apple IIGS	IIGS only
IBM PC, PS/2	PC/XT/AT, PS/2 and compatibles
128K Macintosh	128K/512K/512Ke/Plus/SE/II
512K Macintosh	512K/512Ke/Plus/SE/II
512Ke Macintosh	512Ke/Plus/SE/II
1MB Macintosh	Plus/SE/II

**Ratings Key:** ○ Poor; ★ Average; ★★ Good; ★★★ Very Good; ★★★★ Excellent



Since the Numbers Up spreadsheet is memory-resident, you pop it up while working with almost any other program.

### Numbers Up

VERSION REVIEWED: 1.0

SYSTEM REQUIREMENTS: 256K IBM PC or PS/2; one drive (hard-disk drive recommended); expanded memory recommended; DOS 2.1 or higher; 5.25- and 3.5-inch

PUBLISHER: Mindscape, Inc., 3444 Dundee Rd., Northbrook, IL 60062; (312) 480-7667, (800) 221-9884

PRICE: \$80

OVERALL PERFORMANCE: ★ ★ ★

DOCUMENTATION: ★ ★ ★

ERROR-HANDLING: ★ ★ ★

EASE OF USE: ★ ★ ★

SUPPORT: ★ ★

Wouldn't it be convenient to knock out a quick spreadsheet while you're in the middle of writing a report, and then drop the numbers directly into the report's text? With a memory-resident spreadsheet, such as *Numbers Up*, this convenience is yours. Should you prefer to use this compact program directly from DOS as non-TSR (terminate-and-stay-resident, another name for memory-resident) software, you have that option.

Once you've loaded *Numbers Up* as a TSR, it waits invisibly in memory until you pop it on-screen by pressing the ALT-N key combination. The same combination drops the program back into standby. For me, the best thing about a pop-up spreadsheet is that it can be used as a sophisticated calculator, one whose results can be easily transferred—using the cut and paste functions—to the underlying program. You can transfer the

other way too, as long as the source program produces ASCII text.

There are five arithmetic operators, eight logical operators, one logical function (@IF), and a number of the most common mathematical, financial, and statistical functions. Again, this is not a "full-service" spreadsheet, so don't expect to find really heavy mathematical and scientific functions. Most of these functions can be worked out with what's given, but if you expect to need predefined trigonometric functions, for example, don't look here.

Although *Numbers Up*'s capacity is not great in comparison with Lotus 1-2-3 and the other biggies, the 64 columns by 999 rows (that is, 63,936 cells) that *Numbers Up* offers may be all you'll ever need in a single worksheet.

The screen can be split vertically or horizontally, letting you see different sections at the same time, helping you work more efficiently. You can also display or blank the row and column borders. Columns can be widened or narrowed and protected from changes. Most actions—such as block operations like cutting and pasting—can be initiated through defined keys, and there's a macro feature that can save you time by automating various procedures. Yet although *Numbers Up* files are 1-2-3 compatible, the macros are not (in either direction), and *Numbers Up* cannot create graphs of any kind.

*Numbers Up* uses only 12K of memory (with 30K more, user-modifiable, for worksheet documents), yet because it swaps in and out of memory when you call it, loading the program takes a little time. You get the message "Please Wait—Swapping Programs" when the spreadsheet pops up or goes away. But operations within *Numbers Up* are nearly instantaneous until the spreadsheet gets fairly large. If your system has expanded memory, the program's operations can be speeded up by forcing *Numbers Up* to do its swapping exclusively to memory rather than to disk.

The actual transfer of data from *Numbers Up* into an underlying program—a word processor, for example—is slow; on-screen it looks like text running in from a low-speed modem. Still, it's an extremely valuable feature, and the result is an exact duplicate of the original columnar layout.



There are 26 error messages covering a variety of problems in data entry, memory usage, and printer operations. With TSR programs, there's always the chance that something will slip 'twixt here and there, but I found *Numbers Up* to be reliable. However, should you try to load it over a graphics program like *PC Paintbrush*, be prepared for a crash. Use *Numbers Up* by itself or over text and numeric applications.

Since *Numbers Up* is your basic electronic spreadsheet, learning it will be more difficult for spreadsheet newcomers. If you understand 1-2-3, *SuperCalc*, or any other popular spreadsheet, however, you'll find *Numbers Up* to be a piece of cake. Since this is not a program that tries to give you everything you could ever possibly want in a spreadsheet, it won't take long to learn the rules of the road. On-line context-sensitive help, a menu arranged horizontally across the bottom of the screen, and a set of pull-down menus all contribute to ease of learning. Three manuals—a quick-start guide, tutorial, and reference—fill in the gaps. The writing is clear, the illustrations copious, and the organization rational.

The instant availability of a spreadsheet strikes me as invaluable to anyone developing documents in which numeric data is used

extensively. With *Numbers Up*, you can stick with your favorite word processor and yet have at your fingertips one of the major features of an integrated software package. Even if you have a big spreadsheet, you might find *Numbers Up* a handy auxiliary for small-scale quickie worksheets. This is a very good program if you find its limitations (such as no graphing) acceptable.

—HENRY F. BEECHHOLD

### PowerPoint

VERSION REVIEWED: 2.01

SYSTEM REQUIREMENTS: 1MB Macintosh; two drives (hard-disk drive recommended); System 4.1 or higher

PUBLISHER: Microsoft Corp., P.O. Box 97017, Redmond, WA 98073; (206) 882-8080

PRICE: \$395

OVERALL PERFORMANCE: ★ ★ ★ ★

DOCUMENTATION: ★ ★ ★ ★

ERROR-HANDLING: ★ ★ ★ ★

EASE OF USE: ★ ★ ★

SUPPORT: ★ ★ ★

Occasionally, when I give a presentation as part of my work, I like to have help. Since I

can't normally find anyone willing to stand up there with me, I make use of visual aids that help focus the audience's attention on my topic and help me structure my talk. Usually overhead transparencies and printed handouts do the work, but once or twice I've used colorful slides. They're often more impressive, but also more expensive.

Microsoft designed *PowerPoint* for people like me. With it, I can prepare better presentations by creating, refining, selecting, and arranging visual aids such as black-and-white or color printouts, overhead transparencies, and 35mm slides. Overheads and printouts can be made using an ImageWriter or laser printer. Slides and transparencies can be created with film-recording devices such as the Polaroid Palette, or they can be obtained through an arrangement between Microsoft and Genigraphics (with 22 graphics service centers across America). *PowerPoint* can also make handouts that include reduced copies of two or more slides.

*PowerPoint* is more than just a drawing package for making overheads, handouts, and 35mm slides, however, since it also helps you create other aids like note pages—pages that have a reduced picture of a slide on the top and your notes on the bottom. Note pages are useful for script notes to

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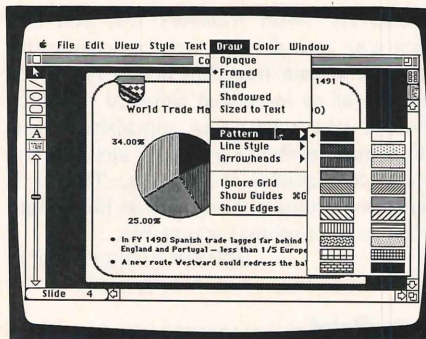


yourself, projectionist's directions, identification of source material for the slide, or as annotated sheets that can be included in a handout. The note pages can also be sent to individuals who missed your presentation.

Although *PowerPoint* is easy to use, it's not necessarily easy to use correctly. When starting off, you should be able to quickly learn all of the available tools. However, that does not mean you'll be able to immediately create effective visuals. The people at Microsoft understand that, so they included templates—actual on-screen presentations with different borders, backgrounds, colors, and special effects—and a reference manual on how to use them. The templates were created by commercial graphic artists, designed to help you create a format for your visuals. As you become more experienced, you will probably want to create templates of your own.

*PowerPoint* will accept data from other Macintosh programs, including *Excel*, *MORE*, and *ThinkTank*, and will import ASCII text or standard graphics. The program includes limited drawing capabilities, as well as a mini word processor with spelling checker.

So far I've only covered *PowerPoint*'s creation capabilities. Once your on-screen



*PowerPoint, a presentation graphics program, displays slides on-screen so that you can arrange and modify them.*

versions of slides are set up, the program will display the slides and their titles as reduced images that you can arrange in order of presentation. Another mode lets you display each slide, in order, for a preset time interval or until you click the mouse button. You can use this feature to review your presentation prior to talking, or in conjunction with an LCD projection device (that displays overhead whatever's on the computer's screen) during the talk.

The documentation's quality matches that of the program. The complete, clearly writ-

ten manual is a hardback book printed on slick paper, with good use of color to display the program's capabilities. Five chapters include a brief introduction to the program and the Mac, a quick-start tour, a detailed description of features, and a separate section on working with color. The last section deals mostly with using *PowerPoint* on the Mac II, but includes a passage on using colors on a Mac Plus or SE. Several other manuals are also provided, including a quick-reference guide and a manual to *SmartScrap*, a supplied utility that allows multiple Scrapbooks and greater editing capabilities from within the Scrapbook.

One potential *PowerPoint* problem is that it's too easy to change your presentation in a manner that you don't intend and might later regret. Fortunately, almost every change can be easily undone or requires a confirmation first. If your questions about operating the program require more help than the manuals provide, good technical support is available from the publisher. Unfortunately, it's not a toll-free number, and it takes some time to work through the Microsoft telephone system; but once you get through, the support people are polite and knowledgeable.

If part of your work is talking, whether it's sales pitches, lectures, or other public speak-

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ing, you should investigate this presentation-graphics package. Even though slides can be expensive, and working in color is easy only on a Mac II, *PowerPoint* will help you organize your speech and make you more effective when you deliver it. With the wide variety of possible output, you will always be able to find at least one format that is appropriate. *PowerPoint* will add the polish that tells your clients they are working with a professional.

—BROOKS HUNT

## Samna Word IV

VERSION REVIEWED: 2.0

SYSTEM REQUIREMENTS: 512K IBM PC or PS/2 (640K required for Thesaurus and Page Preview); two drives (hard-disk drive highly recommended); CGA, EGA, VGA, Hercules, MDA; 5.25- or 3.5-inch

PUBLISHER: Samna Corp., 5600 Glenridge Dr., Atlanta, GA 30342; (404) 851-0007, (800) 831-9679

PRICE: \$595

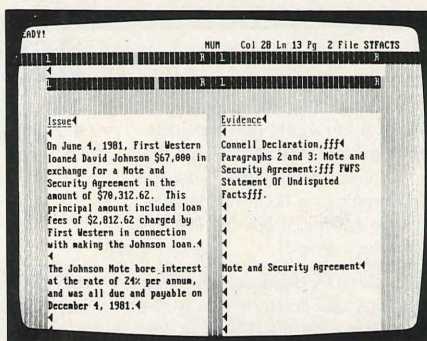
OVERALL PERFORMANCE: ★ ★ ★

DOCUMENTATION: ★

ERROR HANDLING: ★ ★ ★ ★

EASE OF USE: ★

SUPPORT: ★



*Despite being loaded with word-processing features, Samna Word IV's obscure terms for commands can be difficult to remember.*

Word processors remind me of trucks. Some accelerate quickly, drive like cars, and are great for small jobs around town. They just can't stand up to heavy-duty, daily use. Others make you shift gears again and again to get started, but have power to spare when there's a load to haul. *Samna Word IV* not only falls into the second category—it's an 18-wheeler! Loaded with functions, *Samna* isn't easy to learn; but once you master it, you'll be able outrun all else on the road.

*Samna* has the feel of a dedicated word processor. This means that many commands

require just one keystroke, although some generate menus that require further choices. I like the way I can zip around documents and instantly mark entire sentences and paragraphs for editing. I'm less happy that I have to press insert every time I want to add text—*Samna* reverts to overwrite mode after each addition.

Basic features are just the beginning. A special revision mode keeps track of additions and deletions while editing, and prints them in bold and overstrike modes, respectively. The thesaurus—with 1,400,000 alternative listings keyed to some 40,000 words—also includes definitions and related words such as antonyms and contrasting words. The spelling checker offers suggestions for correction and automatically inserts the one I choose.

*Samna* does both newspaper-style (snaking) and side-by-side columns. The latter are especially easy to create, since columns are displayed correctly on-screen, each with its own margins. Newspaper columns are more complicated. After reformatting my text into one long column, I learned that I had to use the Page Preview feature to see how the columns would look when printed. Since my CGA monitor can't display *Samna*'s preview screen, I decided to print first and adjust

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TITLE/PUBLISHER PRICE/VERSION	SUMMARY	SYSTEM REQUIREMENTS	RATINGS				
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<b>DeskPaint &amp; DeskDraw</b> Zedcor 4500 E. Speedway Tucson, AZ 85712 (800) 482-4567 \$130 v2.0	A desk-accessory (DA) and stand-alone paint program with a resolution up to 4,000 dots per inch. Delivers more than <i>MacPaint</i> : The AutoTrace function, for instance, will convert bitmapped images into object-oriented graphics—a boon for desktop publishers. Includes <i>DeskDraw</i> , a DA for line drawings with eight colors on a Mac II. —Roger Hart	512Ke Macintosh. System 4.2 or higher.	★	★	★	★	★
<b>DiskTop</b> CE Software 1854 Fuller Rd. West Des Moines, IA 50312 (515) 224-1995 \$50 v3.0.3	Almost indispensable, this DA duplicates the Mac's desktop, letting you copy and delete files, say, from within nearly any program. But that's not all, for <i>DiskTop</i> can find any file or launch an application from a customizable menu, so you can jump quickly from program to program. Easy to use and fast, with power for advanced users, too. —David Hallerman	512Ke Macintosh. System 4.1 or higher.	★	★	★	★	★
<b>Guide</b> OWL International, Inc. 2800 156th Ave. SE Bellevue, WA 98007 (206) 747-3203 \$199 (Mac); \$275 (IBM) v2.0	Hypertext documents—such as the "Guidelines" you create with <i>Guide</i> —let you jump from topic to topic as your train of thought moves you. Guidelines can contain both text and graphics; they're useful for training, tracking, education, cataloging, and more. Too many flaws, though—such as letting a user change a Guideline, difficulty with importing graphics, and limited text formatting and printing—make <i>Guide</i> , although useful, less than excellent. —Steve Morgenstern	640K IBM PC/AT* or PS/2; 80286 or 80386 microprocessor. Hard-disk drive. CGA, EGA, VGA, Hercules. Mouse. 5.25- and 3.5-inch. Also for 512K Macintosh.	★	★	★	★	★
<b>Home Finance System III</b> Jay Gold Software, Inc. P.O. Box 2024 Des Moines, IA 50310 (515) 279-9821 \$50 (\$3.50 shipping) v3.11	Even if traditional accounting boggles your mind, this menu-driven program might suffice for your personal finances. Tracks up to 200 accounts (checking, C.D.s, etc.), prints checks, and codes them too (but only two tax codes: "tax deductible" and "medical"). It's too bad data can't be exported to a spreadsheet or a tax-preparation program. —John F. Wasik	256K IBM PC, PS/2. Two drives (hard-disk drive optional). Wide-carriage or 132-column printer. 5.25- and 3.5-inch.	★	★	★	★	★
<b>Knock-Out</b> Remarkable Products 245 Pegasus Ave. Northvale, NJ 07647 (201) 784-0900 \$50 v1.60	Is it a contender in the calendar-notepad-reminder-name-and-address-file software ring? All the features are solid, especially its best punch, a memory-resident alarm, but you have to exit your current program to get at them. So, even with pluses like keyword search, its only knockout is technical, not practical. —Lisa Kleinholtz	320K IBM PC, PS/2. Two drives (hard-disk drive recommended). 5.25- or 3.5-inch.	★	★	★	★	★
<b>MoneyCounts</b> Parsons Technology 375 Collins Rd. NE Cedar Rapids, IA 52402 (319) 395-7300 (800) 223-6925 \$29 or \$32 (3.5-inch) (\$5 shipping) v5.01	As a general ledger and check-writing program, <i>MoneyCounts</i> has two distinguishing characteristics: It's amazingly cheap, yet still packed with features. But for \$29 you're not going to get the moon; in this case "moon" translates to "ease-of-use." While good touches such as a quick-reference list of accounts are included, the program's accounting-oriented language is difficult, and it's tedious going through the main menu to get from account to account or module to module. —Lisa Kleinholtz	256K IBM PC, PS/2. Two drives (hard-disk drive optional). 120-column printer. 5.25- or 3.5-inch.	★	★	★	★	★
<b>No-Squint Laptop Cursor</b> SkiSoft Publishing Corp. 1644 Massachusetts Ave., #79 Lexington, MA 02173 (617) 863-1876 \$40 (\$2.50 shipping) v1.0	By enlarging a laptop's hard-to-see display cursor into a solid, blinking rectangle, this simple utility greatly increases ease-of-use for programs that use the regular cursor, such as most word processors. Controls the speed of the cursor's blink, too. The good documentation was incomplete though, and I wish error messages weren't so cryptic. Still, it's a must for laptop word processing. —Jim Phelan	256K IBM PC, PS/2-compatible laptop, or PC with LCD projection display, although works with CRTs. 3.5- or 5.25-inch.	★	★	★	★	★
<b>Splash!</b> Spinnaker Software Corp. One Kendall Sq. Cambridge, MA 02139 (617) 494-1200 \$100 v1.0	Paint program that, by itself, almost justifies the purchase of a VGA card and monitor. Strong tools for the artist include 256 colors (all customizable), image manipulation (flip, stretch, or shrink any graphic), and import or export of graphic files from the popular <i>PC Paintbrush</i> . —Judith Zornberg	640K IBM PC or PS/2. VGA or MCGA. VGA monitor. Mouse. DOS 2.1 or higher. 5.25- and 3.5-inch.	★	★	★	★	★

**Ratings Key:** O Overall Performance; D Documentation EH Error-Handling EU Ease of Use; S Support; ○ Poor; ★ Average; ★★ Good; ★★★ Very Good; ★★★★ Excellent



later. That's when I learned from Samna Corporation's support technicians that newspaper-style columns will print correctly only on printers that can roll backwards, all the way up the page. This won't be a problem for owners of new equipment, but antique collectors beware.

*Samna* creates indexes and has a simple outlining feature that will correctly increment outline numbers or letters after I manually format the text. It can sort text by line or by paragraph. The automatic mail-merge feature lets me create a special records file that works like a simple database, then produce form letters and mailing labels. The records file can be interchanged with DIF and ASCII files, so it isn't necessary to retype existing mailing lists. Forms-processing capability makes it possible to type information from the records list onto preprinted forms, a task that's practically impossible with most word processors.

Other extras include a document-description page that creates a log file to track the time spent working on a file and the number of times it's been edited—useful if you charge by the hour. Individuals who have several daisy wheels for their printers can change the keyboard specification so that what's typed on the screen actually reflects

what the printer will produce.

The publisher offers 30 days of free technical support, which begins either when *Samna* receives a registration card or when a user first calls for help. That policy would encourage me not to send in my registration card until I needed help. A full year of support is available for an extra \$125. The technical-support personnel were both helpful and patient—a good thing, since I had to call repeatedly to find out how to use new features that either were documented incorrectly or weren't documented at all.

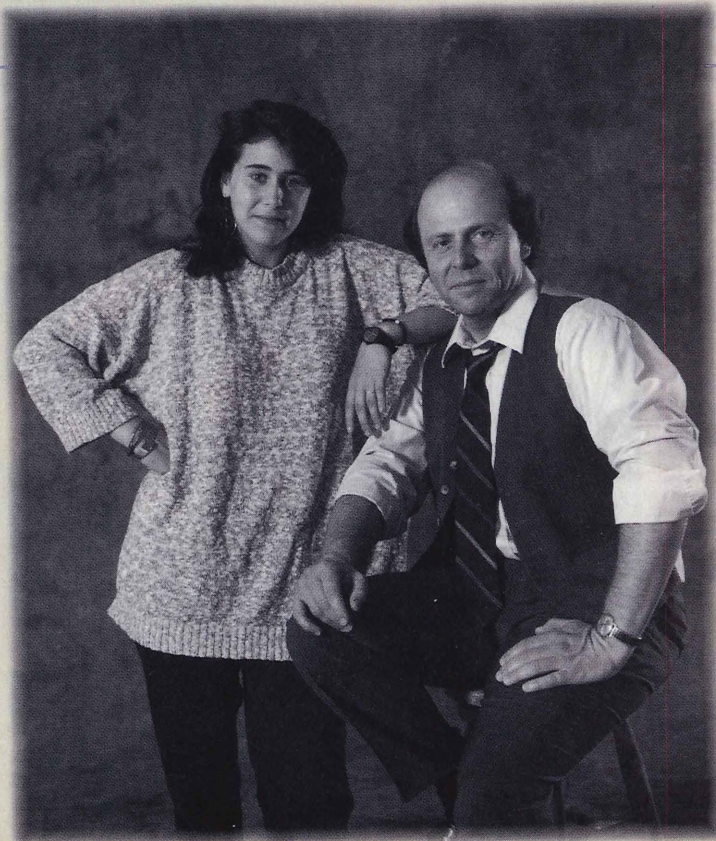
In fact, *Samna's* documentation is the main reason why the program is difficult to learn. *Samna* doesn't assign conventional meanings to keys: PAGE UP is now Go to the Next Sentence. CTRL-DOWN is Page Up. This shouldn't have been a big problem, since *Samna* comes with stick-on key-top labels and plastic function-key templates to make learning easier. Unfortunately, sub-menu commands aren't on any template. Since the manual uses only *Samna* command names (PRESS UNJUSTIFY, for example), even when the key in question may actually be a shifted function key followed by another letter, I quickly become frustrated. Eventually I discovered a cardboard sheet that listed all of the keystroke equivalents. I had some-

how missed the single line in the manual's introduction that mentioned it.

Nevertheless, once I mastered *Samna's* system, I was delighted at how easy it was to move around documents and mark text for block editing. The nonstandard key assignments remain a problem in some areas, though. Most of my software uses the ESC key to back out of a command and assigns Help to F1. It's hard to remember to press ESC for help and F10 or F12 to back out of commands each time I begin working with *Samna*.

*Samna* isn't easy to learn, and getting the most out of it requires up-to-date computer equipment—no CGA graphics boards or plain-vanilla printers need apply. Also, if you won't be using *Samna* on a daily basis, the nonstandard Control-key assignments may be frustrating. However, this is a powerful word processor that lets you work very quickly once you learn it. *Samna* has a number of features that make it especially appropriate for legal work or other professional applications. If your office requires a truly professional level of word processing, *Samna* could be an excellent choice. After all, why should you drive a pickup truck when you could be king—or queen—of the road?

—TAN A. SUMMERS ■



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The custom programs you can generate from the new QUIKPRO + II will let you perform Personal Filing, Fast Data Retrieval, including Changes, Deletions and Searches. You can selectively Print Custom Letters, all kinds of forms (if you have a printer). This new feature is called **Free Form Reporting**. You can even include calculations in the programs you create. QUIKPRO + II is perfect for creating inventory programs. You can use QUIKPRO + II to prepare letters and selectively address the letters to only certain people. And of course you can **SORT** your reports so that they print out information in the order that you want it, or print out only certain information. In fact, you can actually use QUIKPRO + II to create an easy to use Data management program or a simple spread sheet. You can do all of this and more with this All in One Program... and the best part is that **you need no BASIC programming experience.**

## How Does It Work?

You can do it simply by answering easy questions that appear on your screen. You won't have to learn any Computer commands or special Programming Languages. Instantly the QUIKPRO + II software instructs the computer to write efficient error free, BASIC Programs and puts the **Programs right onto your own disk, ready for you to use.**

The resulting custom program is truly a separate BASIC program. You can list it. You can modify it. You can customize it to you own liking. You can actually see what makes it tick.

## What People Say About QP Software

From a GENERAL CONTRACTOR/CONSTRUCTION COMPANY owner:

*"The program seems to be good and I must compliment you on the documentation. It is the **best** of its kind that I have seen."*

From an INSURANCE AGENCY MANAGER:

*"I would like to compliment you on... **an excellent... program.**"*

From a HOBBYIST USER out in Oklahoma:

*"I thought I would drop a quick note about QUIKPRO. I have it running and it **will do what I bought it for.** I am very pleased with it..."*

This from a Vice-President of a Federal Savings & Loan:

*"In the past several weeks, I have used QUIKPRO software on four **different** programs. I am pleased with the results achieved so far. With your help over the telephone, I have created an /ISI file for a **large** data file that was **already** in existence, and the data file now works with an input program created by QUIKPRO."*

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DuPont  
RCA  
Satellite Broadcasting  
New York University

Brooklyn High School  
Blue Ridge School  
District  
Public Schools of  
Grand Rapids  
University of Alabama  
Exxon  
AT&T  
Texas Tech  
Clemson University  
U.S. Dept. of Energy  
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<input type="checkbox"/> (1015) TANDY 3000	149
<input type="checkbox"/> (1017) Apple IIc, IIe or Compatible	149
<input type="checkbox"/> (1016) Commodore 64 with Disk	149
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# FAMILY COMPUTING

## To Heck with Hunt-and-Peck

*The Best-Selling Typing Programs  
Stress Speed and Accuracy. Here's How to Find  
The One That Clicks for You.*

BY LINDA WILLIAMS

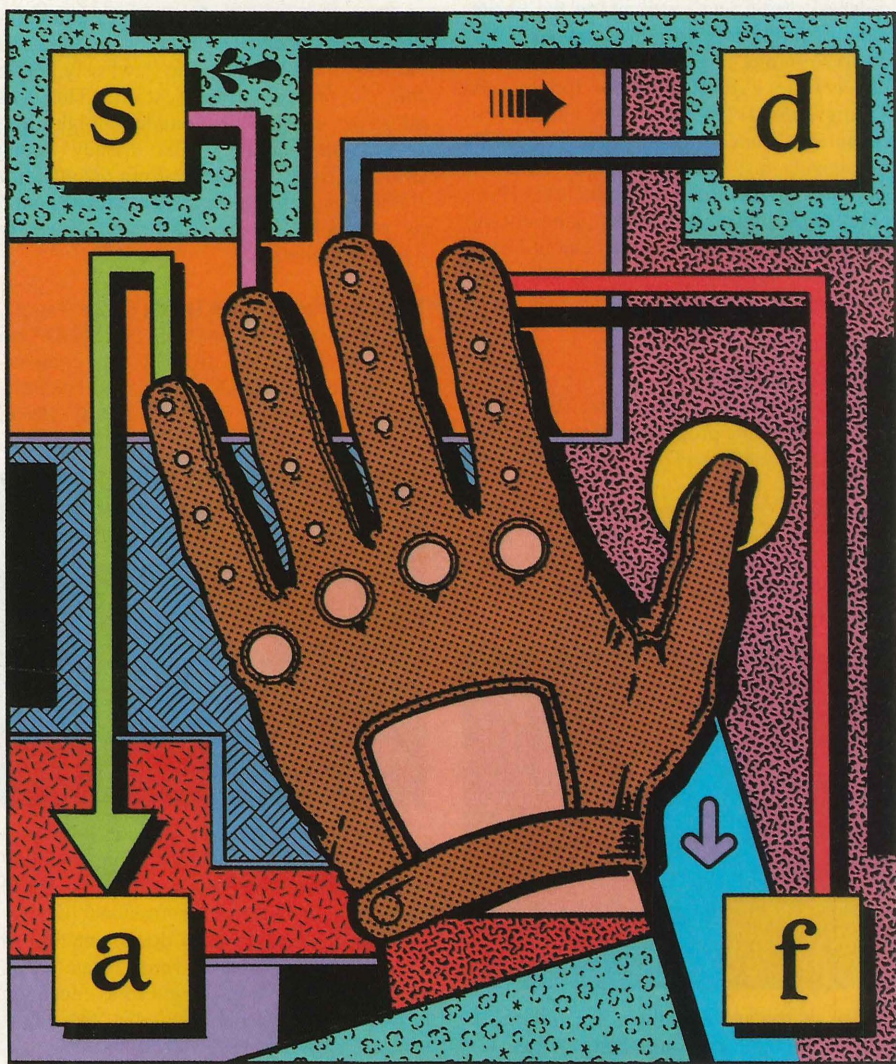
Time was, the mention of typing lessons conjured up an image of prim, straight-backed young ladies in neat rows in a secretary-school classroom, tapping their well-manicured nails against the keys of Royal manual typewriters. Today, secretaries aren't necessarily women, typists aren't necessarily secretaries, and typing isn't necessarily done on typewriters. With the arrival of personal computers in the workplace and at home, nearly everyone can benefit from keyboarding skills.

### IT'S NEVER TOO LATE

If you've been using a computer or word processor, you're already familiar with the keyboard layout. But unless you've taken a typing class, chances are, you use the hunt-and-peck method to make words or commands appear on the screen. That's fine unless you're interested in increasing your speed and accuracy and in decreasing your frustration at the keyboard. If this piques your interest, you're in luck: A stack of software stands ready to guide you through the basics of keyboarding.

A trip to your local computer store may prove overwhelming; with all the typing programs available, how do you find one that suits your needs? The first step in selecting suitable software is knowing what features a program should provide. With this close-up look at some of the current best-sellers, we hope to guide you to the program that's right for you.

First, skillful keyboarding no longer means just retyping letters without thinking about them. Now if you type a report, you need to use menus, function keys, and numeric keypads; and if you run a business, you may have to add figures to spreadsheets. A good keyboarding program, one that uses real words and teaches the fundamentals of computing, such as *Type!* or *Typing Instructor Encore*, will demonstrate its value quickly. On the other hand, beware of programs



that simulate the old secretarial-school method, instructing you to copy endless rows of jumbled words and letters.

Software that focuses on modern computer keyboarding isn't necessarily a safe bet either. Many such programs clutter the screen with too many graphic images. For instance, most computer users are familiar with the keyboard layout long before they become 60-

words-per-minute touch typists, but many software developers insist on showing the keyboard on-screen at all times. I find this a hindrance, although it may help others. Donna Humphrey, a typing teacher at The Katharine Gibbs School of Secretarial Arts in New York City, says, "The visuals can reassure someone who is still unfamiliar with the keys and correct fingering, but they may not

LINDA WILLIAMS wrote "Dictionaries and Thesauruses: Programs that Perfect Your Papers" in the June 1988 issue.

ILLUSTRATION BY BRAD HAMANN



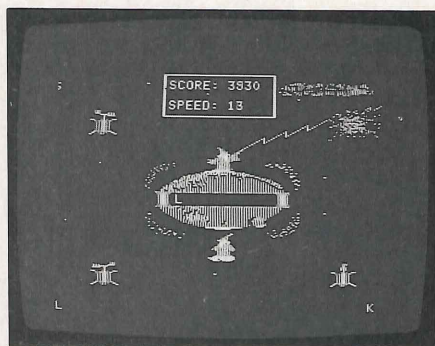
be necessary for those more comfortable at the keyboard."

Many software developers include games in their typing tutors to make the programs lively and enjoyable, especially for young users. Fun is fine until it detracts from the learning process. If the wizard that zaps letters with his wand in *MasterType!* keeps kids glued to the screen, that's terrific. But the games, which are designed to provide breaks from the lessons or rewards for practice, may contradict what they're trying to teach if they encourage speed at the expense of accuracy. Some display letters at all points on the screen, instead of the normal left-to-right order of reading and writing. In the excitement of trying to earn points, students may resort to wrong fingerings in games such as *MasterType*, *Typing Instructor Encore*, and *Typing Tutor IV*. *Type!*, on the other hand, encourages students to work accurately—not excessively fast—as they race over hurdles against a pace runner. Nonetheless, Humphrey says, "Even if a typing game doesn't stress precision, it can be beneficial if it eases tension or motivates students to stick with their lessons."

## THE BEST-SELLERS

Following are brief comments about some of the best-selling programs according to lists compiled by Egghead Discount Software and Babbage's.

**MasterType** (128K Amiga, 64K Apple, 64K Atari, 128K IBM PC and compatibles, 128K Macintosh; \$40 to \$50; Mindscape, 3444 Dundee Road, Northbrook, IL 60062; [312] 480-7667).

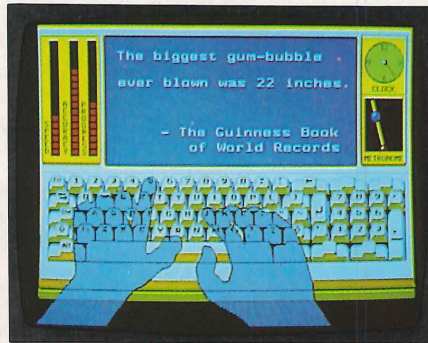


One of the old standbys, *MasterType* is especially popular among young typists. It's fun and fast paced, employing an animated wizard to point out errors. The screen shows a pair of hands on a keyboard, emphasizing the appropriate fingering as each letter appears. This could prove distracting as the student progresses. In early lessons, students type to a metronome-like beat (slow, medium, fast) as they copy lines of type. As the lessons progress, the words in the line get longer, until lesson 13 offers such doozies as "although daughter imprison personal." The

**Today, secretaries aren't necessarily women, typists aren't necessarily secretaries, and typing isn't necessarily done on typewriters.**

number of words typed per minute and number of errors appear after each line, and students must type the line flawlessly before they can progress to the next one. This does stress accuracy, but a student might lose interest after trying "alike money young ever" 12 times. As a relief from practice, the training game has the appeal of arcade action as you quickly type words and letters to avoid annihilation.

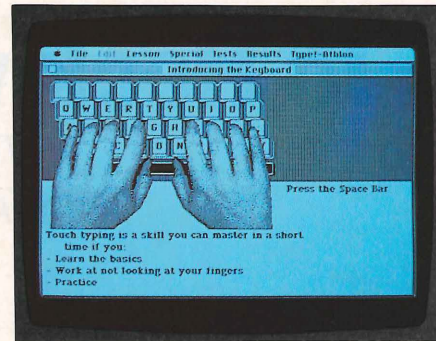
**Mavis Beacon Teaches Typing** (512K Amiga, 64K Apple, 512K Apple IIGS, 512K Atari ST, C 64/128, 256K IBM PC and compatibles, 512K Macintosh; \$40 to \$50; The Software Toolworks, 19808 Nordhoff Place, Chatsworth, CA 91311; [818] 885-9000).



Everyone knows you shouldn't judge a book by its cover—and the same probably holds true for software—but it's hard not to be taken in by the slick, professional packaging and photograph-filled documentation of *Mavis Beacon Teaches Typing*. Standing in the top five of both Egghead's education best-seller list and Babbage's list, this adult-oriented program takes a no-nonsense approach. It quickly covers keyboard basics, continually analyzes speed and accuracy for each key, and detects the student's trouble spots. Just two complaints: In the learning area, the on-screen keyboard provides clutter, and doesn't show up well without a color monitor; and the road-race game seems counterproductive.

**Type!** (64K Apple, C 64/128, 128K IBM PC and compatibles, 512K Macintosh, \$20 to

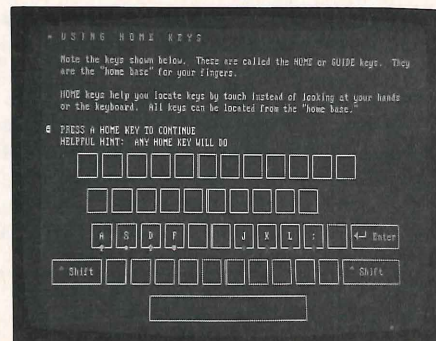
\$30; Broderbund, 17 Paul Drive, San Rafael, CA 94903; [800] 521-6263).



*Type!*—in the top 10 of Egghead's list—begins with a wonderfully detailed graphic of hands on a keyboard, and continues with clear, easy-to-follow screens. It moves fast, perhaps jumping too quickly from the introduction of the home keys to the top row, but it doesn't do so without teaching valuable keyboard skills. It's one of the few programs that shows early on where the Shift and Return keys are located.

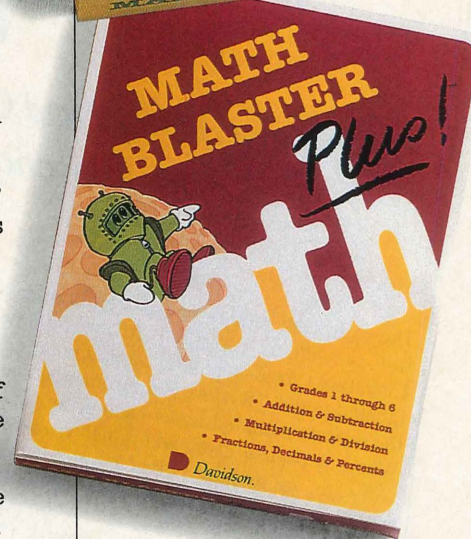
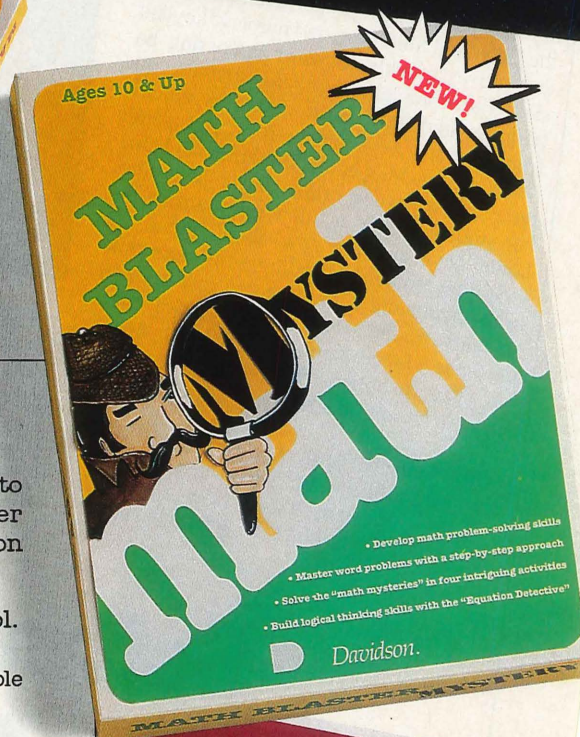
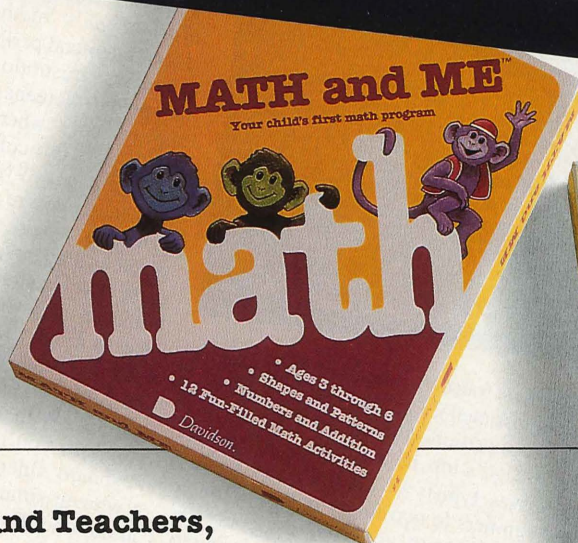
*Type!* suggests that accuracy is more important than speed; the words-per-minute goal increases by five with each lesson, whereas the accuracy goal moves quickly to 100 percent. Instead of zapping incorrect letters or beeping when they're typed, the program waits until the student finishes the line to show the errors and indicate which letters were frequently missed. Students can then customize tests to certain lengths and concentrations. Graphs of their performance show accuracy and speed for each hand, in such areas as numbers and punctuation. The *Type!-Athon* game offers true value as well as fun. Students select a lesson for the game (for example, Common Words) and run hurdles against a pacer. Depending on the errors made, the program suggests lessons that might prove useful, such as Mirror Image if you keep typing "hte" instead of "the."

**Typing Instructor Encore** (256K IBM PC and compatibles, 512K Macintosh, \$40 to \$50; Individual Software Inc., 125 Shoreway Road, Suite 3000, San Carlos, CA 94070-2704; [800] 331-3313 or [415] 595-8855).





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From the start, *Typing Instructor Encore*—also on Egghead's top 10 list—covers the Enter and Shift keys and numeric keypad, and moves quickly to word-processing basics. For complete keyboard novices, this program may fall short; it cruises quickly from the home keys to the others, and spends little time teaching actual fingering. In Humphrey's three-week crash course in typing, her students spend a full week learning the home keys and the row above them. "I would recommend spending a bit more time in the beginning with the home row to build students' confidence," she says. However, for those who are familiar with the keyboard but need to polish their skills, *Typing Instructor Encore* is a real winner.

**Typing Tutor IV** (512K Apple, 128K IBM PC and compatibles, \$50; Simon and Schuster, 1 Gulf + Western Plaza, New York, NY 10023; [800] 624-0023 or [800] 624-0024).

Type	Date	Keys Above	Overall Accuracy	Speed	Speed Breakdown
					Letter Number Symbol
Test	02-28-87	1	88%		
Lesson - Practice	02-28-87	21	90%	29	29 16 7
Lesson - Keyboard History	02-28-87	2	63%		

Esc -> Main Menu, any other key -> Speed Crash

Now in its fourth incarnation, this program has demonstrated its staying power. Its popularity has positioned it on both Egghead's and Babbage's top 10 lists. *Typing Tutor IV* truly serves typists of all ages and levels, from beginners to two-finger typists to touch typists. It starts with words requiring only the home keys for the left hand, and moves on to

lessons where students can set the length and desired words per minute. As opposed to *MasterType's* method, *Typing Tutor IV* doesn't demand perfection on each line—this decreases frustration, but may encourage sloppiness. Screens are simple; the keyboard appears only when new letters are introduced. It's difficult to imagine anyone not advancing with *Typing Tutor IV*.

Whether you're a complete novice at touch typing or would just like to improve your speed and accuracy at the keyboard, one of these five best-selling typing programs is bound to suit your needs. When shopping, bear in mind your preferences for such features as visual displays and learning games, and look for programs that let you set the options. With determination and the right program, you'll become comfortable at the keyboard, fluent with the function keys, and a whiz at simultaneous thinking and writing in no time. ■

## Software for Learning and Leisure

*Comprehensive and Capsule Reviews of New and Noteworthy Programs for Education, Family Productivity, and Entertainment*

The following ratings key and table refer to full as well as capsule software reviews. Listed are various types of computers, as designated under "System Requirements," and the models included under each designation. When a review lists additional hardware, software, or memory, it is required unless noted as "recommended" or "optional." When a review lists more than one computer, the machine marked with an asterisk (\*) is the one on which the software was reviewed. Requirements are *not* listed where obvious (for instance, printers with graphics programs). Operating system requirements, such as MS-DOS or the Macintosh System file, are listed only when they're not the standard, minimum requirement (DOS 2.0 for IBM PC or compatibles, System 3.2 for the Macintosh, or ProDOS for the Apple II). For those computer systems that can use both 5.25- and 3.5-inch disks (IBM PC and PS/2 or the Apple II), we've listed only those disk sizes that are either supplied with the software or available at no extra cost from the publisher.

**Ratings Key:** ○ Poor; ★ Average; ★★ Good; ★★★ Very good; ★★★★ Excellent.

Designation	Models
512K Amiga	500, 1000, 2000
48K Apple	II/II Plus/IIe/IIc/IIgs (in IIe/c mode)
64K Apple	II Plus/IIe/IIc/IIgs (in IIe/c mode)
128K Apple	IIe/IIc/IIgs (in IIe/c mode)
128Ke Apple	IIe (enhanced ROM)/IIc/IIgs (in IIe/c mode)
Apple IIgs	IIgs only
48K Atari	800/600XL/800XL/65XE/130XE
512K Atari ST	520ST/1040ST/Mega ST
C 64	C 64, C 128 (in C 64 mode)
IBM PC	PC/XT/AT, PS/2 and compatibles
128K Macintosh	128K/512K/512Ke/Plus/SE/II
512K Macintosh	512K/512Ke/Plus/SE/II
512Ke Macintosh	512Ke/Plus/SE/II
1MB Macintosh	Plus/SE/II

### EDUCATION/FAMILY PRODUCTIVITY

#### The Children's Writing & Publishing Center

**SYSTEM REQUIREMENTS:** 128Ke Apple; Color monitor recommended; Mouse optional; Printer required; 3.5- and 5.25-inch disks  
**PUBLISHER:** The Learning Company, 6493 Kaiser Dr., Fremont, CA 94555; (800) 852-2255

**PRICE:** \$60

**PUBLISHER'S SUGGESTED AGES:** 9 and up

**COPY PROTECTED:** Yes

**OVERALL RATING:** ★ ★ ★ ★

**DOCUMENTATION:** ★ ★ ★ ★

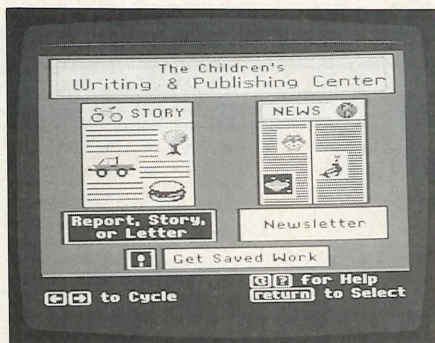
**ERROR HANDLING:** ★ ★ ★ ★

**GRAPHICS QUALITY:** ★ ★ ★ ★

**EASE OF USE:** ★ ★ ★

*The Children's Writing & Publishing Center (CWPC) brings desktop publishing within*





Illustrated stories or newsletters can be designed with one or two columns in The Children's Writing and Publishing Center

easy grasp of elementary-school kids. This power-packed desktop publisher comes with everything students need to design and illustrate book reports, research assignments, newsletters, stories, cover pages, and more. It offers point-and-click mouse control, plus word processing, page layout, and graphics capabilities.

Documents may be designed with or without a heading, in one or two columns. To enhance text displays, children can choose from a graphics library of 137 pictures and 22 predesigned picture headings, or import graphics from *Print Shop*-compatible art.

The program is simple to learn and is specifically designed for children ages 9 and up. Many of the options are menu driven, some are accessible with the point and click of the mouse, and the user's guide provides a quick tutorial to get kids started. On-screen help is readily available by pressing the OPEN-APPLE-? keys.

Kids can really have fun with this program, creating professional-looking newsletters, illustrated stories, and reports. There are just enough features to offer variety without being too complex. They can position graphics anywhere in the heading or set them along the right or left sides of the text, flip them vertically or horizontally, and reposition or erase them entirely. Special effects can be achieved by typing text on top of pictures. *CWPC* also lets young page designers mix typefaces—there are eight fonts and three sizes from which to choose. Text underlining, move, cut and paste, and other options familiarize children with some of the functions of sophisticated desktop-publishing programs, without overwhelming them.

Messages for new users provide extra prompts, instructions, and help screens, but can be turned off when they're no longer needed.

Once a composition is complete, the child can look at a bird's-eye view of his or her document layout, turn on the printer, and roll the presses. And for the junior publishing perfectionist in your family who won't be

content until the last minor detail is in place, *CWPC* has the tools to let him or her edit and redesign until the cows come home.

—CAROL S. HOLZBERG

## KidWriter Golden Edition

**SYSTEM REQUIREMENTS:** 512K IBM PC and compatibles; DOS 2.1 or higher; Color monitor and printer recommended; 3.5- and 5.25-inch disks; Earlier version of *KidWriter* available on 64K Apple II, C 64, and 384K IBM PC

**PUBLISHER:** Spinnaker Software Corp., One Kendall Sq., Cambridge, MA 02139; (617) 494-1200

**PRICE:** \$50

**PUBLISHER'S SUGGESTED AGES:** 6-10

**COPY PROTECTED:** Yes

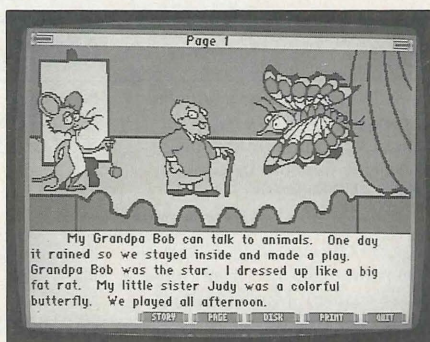
**OVERALL PERFORMANCE:** ★ ★ ★ ★

**DOCUMENTATION:** ★ ★

**ERROR HANDLING:** ★ ★ ★

**GRAPHICS QUALITY:** ★ ★ ★ ★

**EASE OF USE:** ★ ★ ★ ★



KidWriter Golden Edition features enhanced graphics and print capabilities.

Spinnaker's successful 1984 version of *KidWriter* has been rereleased in the new Golden Edition. The idea behind both versions is to provide an environment where 6- to 10-year-olds can develop writing and word-processing skills. In the old edition, the major problem was the inability to print a child's creation—this has been corrected. Illustrated stories can now be printed, colored in, and stapled into books.

In addition to the printing capabilities, *KidWriter* boasts enhanced color graphics. If your computer has VGA capabilities, you can take advantage of up to 256 colors—even the 16 colors available with an EGA adapter are effective. Only four colors are available on the old standard IBM PC with CGA graphics, although creative blends can be made with a combination of dot patterns.

Children can choose from an icon-based menu of more than 250 images of people,

monsters, flowers, and animals. The background never changes, but kids can color, flip, and move images around the screen. The lower third of the screen provides a blank space in which junior authors can write text to describe the pictures they've created. Additional text pages can be added for the particularly prolific child. Musical accompaniment is also an option.

Users familiar with the old *KidWriter* program, which had simpler graphics, may be disappointed with the limited graphics-manipulation capabilities of the new version. Although packages from earlier shipments of *KidWriter Golden Edition* claim that images can be colored, shrunk, enlarged, and placed anywhere on the screen, there are, in fact, no shrinking or enlarging capabilities. However, it is possible to shrink and enlarge graphics images in *Splash*, a related Spinnaker program, and load the graphics images into *KidWriter* stories. (This capability only exists if you have VGA graphics.) The packaging also lists nonexistent cut and paste and text-moving capabilities. The developer's explanation for the misleading packaging is that the enhanced graphics took so much room that the extra features simply didn't fit.

*KidWriter* is a good program, and young children find it lots of fun. Anything that encourages creativity and writing is an asset to a family's software library, as far as I'm concerned. Some reading is necessary if the child will be keying in his or her own stories; however, our 4-year-old daughter has dictated several stories, and she is delighted with the results.

—MARLENE BUMGARNER ELTGROTH

## ENTERTAINMENT

### Leisure Suit Larry Goes Looking for Love (In Several Wrong Places)

**SYSTEM REQUIREMENTS:** 512K Atari ST, 512K Apple IIGS, 512K IBM PC\*, 512K Macintosh; mouse or joystick recommended; CGA, EGA, VGA, MCGA, or Hercules monochrome; supports Roland MT-32, Ad Lib, Casio, and IBM music cards; 5.25- and 3.5-inch disks (IBM)

**PUBLISHER:** Sierra On-Line, Inc., P.O. Box 485, Coarsegold, CA 93614; (209) 683-6858

**PRICE:** \$50

**COPY PROTECTED:** No

**OVERALL PERFORMANCE:** ★ ★ ★ ★

**DOCUMENTATION:** ★ ★ ★ ★

**PLAY SYSTEM:** ★ ★

**GRAPHICS QUALITY:** ★ ★ ★ ★

**EASE OF USE:** ★ ★ ★ ★



## CAPSULE REVIEWS

## EDUCATION/FAMILY PRODUCTIVITY

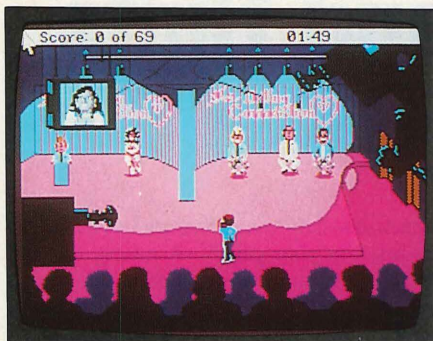
TITLE/PUBLISHER PRICE	SUMMARY	SYSTEM REQUIREMENTS	RATINGS					
			CP	O	D	EH	GQ	EU
<b>Explore-a-Science Animal Watch: Tracks</b> D.C. Heath/William K. Bradford Publishing Co. 594 Marrett Rd. Lexington, MA 02173 (800) 421-2009 \$40	Children read a storybook and related computer screens that reveal clues about animal behavior. Simple mouse, joystick, or keyboard operations allow children to uncover turtle eggs buried in the sand, for example. Children may move scenery and characters around, and write and print their own stories. Although designed for 9- to 13-year-olds, anyone old enough to read could enjoy <i>Tracks</i> . —Marlene Bumgarner Eltgroth	128K Apple 5.25- and 3.5-inch disks. Printer optional.	Y	★	★	★	★	★
<b>AmandaStories, Volume 2: Your Faithful Camel</b> The Voyager Company 1351 Pacific Coast Highway Santa Monica, CA 90401 (800) 446-2001 or (800) 443-2001 \$20	Volume 2 in the delightful AmandaStories series features the animated adventures "Your Faithful Camel" and "Your Faithful Camel Goes to the North Pole." A wonderful way for anyone ages 3 to adult to develop storytelling techniques, and expand creative thought. Don't expect much from the manual. —Judith Zornberg	1MB Macintosh; HyperCard.	N	★	★	★	★	★
<b>Caveman Clockwork</b> BL Educational Software 2899 Agoura Rd., #529 Westlake Village, CA 91361 (805) 498-8121 \$40	Brilliant color, animation, and sound cannot make up for the counterproductive lessons in this time-telling tutorial. Exercises are not presented in a logical order, and the material would probably just confuse 4- to 8-year-olds. —Judith Zornberg	256K IBM PC. EGA or VGA; 5.25- and 3.5-inch disks.	N	○	★	★	★	★

## ENTERTAINMENT

TITLE/PUBLISHER PRICE	SUMMARY	SYSTEM REQUIREMENTS	RATINGS					
			CP	O	D	PS	GQ	EU
<b>Battlehawks 1942</b> Lucasfilm Games P.O. Box 10307 San Rafael, CA 94912 (415) 662-1902 \$50	Put your dogfighting skills to the test as you fight four major naval air battles of WWII. Choose the type of plane and side to fight on in this exciting simulation. Includes training missions to improve your skills and excellent documentation. —Steve Williams	640K IBM PC. CGA, EGA, VGA, or MCGA. 5.25- or 3.5-inch disks.	N	★	★	★	★	★
<b>Commissioner's Disk</b> Electronic Arts 1820 Gateway Dr. San Mateo, CA 94404 (800) 245-4525 \$20	A great supplement to <i>Earl Weaver Baseball</i> that allows you to create your own ballpark—from its name to the dimensions of the stadium. More important, you can draft a team by choosing any player in the major leagues and set the criteria for a fantasy league. In minutes, out pops an entire league schedule. Stats for teams or individual players are also available. —Robert LoPinto	512K Amiga, 256K IBM PC*. CGA, EGA, VGA, or MCGA. <i>Earl Weaver Baseball</i> . Hard-disk or second drive recommended. 5.25- and 3.5-inch disks (IBM).	N	★	★	★	★	★
<b>Grand Prix Circuit</b> Accolade, Inc. 550 S. Winchester Blvd. San Jose, CA 95128 (408) 985-1700 \$30-\$50	Climb into a Formula One race car and take on world class drivers as you compete on the Grand Prix Circuit. Learn to push the limits of your car as you glide through the turns of Monaco and roar down the straightaways in Germany. The game recreates actual Grand Prix tracks and cars, each with its own characteristics. —Steve Williams	512K Amiga, C 64, 512K IBM PC*. CGA, EGA, VGA, or MCGA. 5.25- and 3.5-inch disks (IBM).	Y	★	★	★	★	★
<b>Operation: Clean Streets</b> Broderbund Software, Inc. 17 Paul Dr. San Rafael, CA 94903 (415) 492-3500 \$35-\$40	Rid a city of its drug dealers by punching and kicking them into submission. This repetitious arcade game features awkward movement controls and a restrictive play system. Five levels of play consist of the same nine city scenes and the same drug dealers (whose numbers, not variety, increase). —Rob Gilpin	512K Amiga, 512K Atari ST, 512K IBM PC*. CGA or Hercules monochrome. 5.25- and 3.5 inch disks (IBM).	Y	★	★	★	★	★
<b>Pete Rose Pennant Fever</b> Gamestar 3885 Bohannon Dr. Menlo Park, CA 94025 (415) 329-0500 \$45	A failed attempt to combine the best traits of previous computer baseball games. An overdose of arcade action and not enough strategy make for a game with low replayability. Ho-hum graphics, acceptable ease of use, and a generic play system send Pete Rose to the minor leagues. —Adam Sherwin	512K IBM PC. CGA or EGA. Joystick recommended. 5.25- and 3.5-inch disks.	N	★	★	★	★	★

Ratings Key: CP Copy Protected, yes or no; O Overall Performance; D Documentation; EH Error Handling; PS Play System; GQ Graphics Quality; EU Ease of Use; ○ Poor; ★ Average; ★★ Good; ★★★ Very Good; ★★★★★ Excellent; \*Computer Used for Review.





Leisure Suit Larry tries his luck as a contestant on *The Dating Connection*.

The sequel to *Land of the Lounge Lizards* begins with a credits presentation almost as long as that of a Hollywood movie. As you pick up the trail of Larry Laffer, Ultra Nerd, you learn that he has been jilted by his girlfriend. Penniless and alone, Larry sets out in search of a new love.

You guide the bumbling Larry through the many neighborhoods (and mini adventures) found in Los Angeles with arrow keys and typed commands. Larry's luck takes a new direction as he finds himself rich and famous on a dream vacation. Unknowingly, Larry is carrying secret information that could tip the balance of power between East and West. As a result, he faces an inevitable showdown with a mad scientist bent on world domination.

The graphics and sounds are of the same high quality found in Sierra's other series (*Police Quest*, *Space Quest*, and *King's Quest*). Unfortunately, the evil doctor's plans and the secret information in Larry's possession are never fully explained, giving the game a fuzzy plot and an unsatisfying conclusion. However, there is still plenty of fun to be had as you experience firsthand the pros and cons of being a wealthy nerd.

*Larry II* is much more subdued than its predecessor, which didn't get much steamier than a PG-13 movie. However, this doesn't mean it is any less interesting. Although the animated ending starts too early and lasts too long, Larry's misadventures will bring a smile to your face.

—ROB GILPIN

## Manhunter: New York

**SYSTEM REQUIREMENTS:** 512K Atari ST, 512K Apple IIGS, 256K IBM PC\*, 512K Macintosh; mouse or joystick recommended; CGA, EGA, VGA, MCGA, or Hercules monochrome; 5.25- and 3.5-inch disks (IBM)

**PUBLISHER:** Sierra On-Line, Inc., P.O. Box 485, Coarsegold, CA 93614; (209) 683-6858

**PRICE:** \$50

**COPY PROTECTED:** No

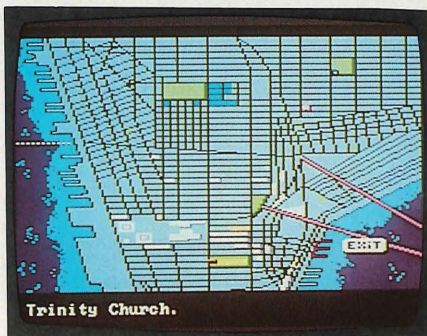
**OVERALL PERFORMANCE:** ★ ★

**DOCUMENTATION:** ★ ★

**PLAY SYSTEM:** ★ ★

**GRAPHICS QUALITY:** ★ ★

**EASE OF USE:** ★ ★



In *Manhunter*, the on-line maps of Manhattan and Brooklyn are convenient alternatives to the printed maps that come with the game.

*Manhunter* is billed as "a tale of Orwellian horror, humor, and suspense," but it doesn't quite live up to its claim. Against the backdrop of New York City after an alien invasion, you play the role of a manhunter, an unwilling human agent for the aliens who must track down and report subversive elements of society, or else. . . .

Trying to follow the many criminals in New York by yourself is a tall order, but you do get some help. There's an Official Manhunter Field Map of Manhattan and Brooklyn, which you will often refer to. You also have a Manhunter Assignment Device (MAD), which is a portable computer linked to the alien's computer. With the aid of MAD you can track your suspects anywhere in the city—as long as they remain above ground. This twist transforms the usually tedious task of tracking into an entertaining challenge.

Despite a few slow areas, I found *Manhunter* to be a fast-paced adventure game with adequate graphics. The many arcade-like sequences are an interesting addition to the genre, but are more of a test than a challenge of skill. The most disturbing feature of *Manhunter* is the level of violence it brings to the computer screen: Brains splattering on the ceiling are best left to horror movies.

If you are a seasoned gamer (with a strong stomach) and you think you've seen it all, *Manhunter* will give you some enjoyable puzzles with which to wrestle. For those who are new to the world of graphic adventures, I recommend starting with something less harsh.

—JEFF DONAHUE

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# Entertainment News and Hints

The Latest Scoop on Games

BY JIM PHELAN



**FREQUENT FLYERS.** Another flight simulator has been released by Bullseye Software (whose first effort was *Fokker Triplane*). This time around you fly a *P51 Mustang* (1MB Macintosh; \$60) into enemy-held Northern Europe

in hopes of returning to England victoriously. You can replay action forward or backward from 13 different camera angles. Stop the instant replay at any point and pick up where you left off. Not a bad way to learn from your mistakes. Velocity Development's *Jet Fighter: The Adventure* (512K IBM PC; \$50), is a series of 40 missions over southern California. Your tour of duty can be completed in any of three different fighter planes. The CGA version of *Jet Fighter* should be available by the end of April.



The enemy is locked on target in your *Jet Fighter*.

**ON-LINE INFO.** CompuServe has almost completed work on *Sniper*, a new multiplayer game based on the TSR board game of the same name. Two players control a squadron of soldiers and go one-on-one with conventional weapons. The first of many scenarios for the person-to-person-combat system will be entitled *Patrol* and *Infiltrate*. *Sniper* will be the first multiplayer land-based war game to go on-line, and should do quite well as a result. Also new at CompuServe is a Game Vendors Support Forum where a variety of computer-game publishers answer technical questions. This will save you the annoyance of being put on permanent hold when calling the publisher. Product demos that can be easily downloaded are also posted at the Forum. However, Forum members will not give game hints.



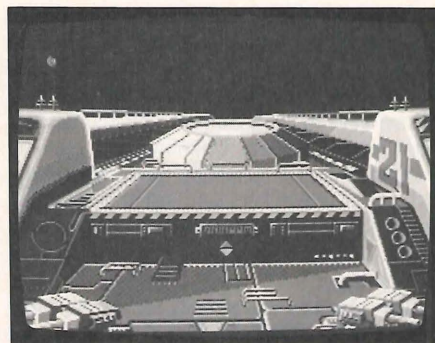
One of the six new Famous Courses available for play with *Mean 18*.

**DEAL ME IN.** If you have yet to visit Intra-Corp's *Trump Castle* (512K Amiga, 128K Apple, 512K Atari ST, C 64, 256K IBM PC; \$35-\$40) in Atlantic City, here's the excuse you've been looking for. In addition to craps, blackjack, keno, roulette, slot machines, and video poker, you receive \$300 worth of coupons redeemable at the hotel and casino. Sierra On-Line's *Hoyle's Book of Cards* is scheduled for release this summer for the Amiga, Apple IIGS, IBM PC, and Macintosh. The package will include eight games including: pinochle, hearts, and cribbage. This may give Spectrum HoloByte's *Solitaire Royale* a run for its money.

**ADD-ONS.** Accolade has released additions to two of its most popular titles: *4th & Inches Team Construction Disk* (512K Amiga, 512K Apple IIGS, C 64, 256K IBM PC, 512K Macintosh; \$15) lets you create and modify teams to be used with the *4th & Inches* football game. Set the eight different statistics to match those of your favorite players to create your own dream team. Six prebuilt teams are also included. *Famous Course Disks: Volumes V & VI* (256K IBM PC; \$35) contain new courses to be used with *Mean 18: Ultimate Golf*. Butler National Golf Club in Oak Brook, Illinois, and Spyglass Hill Golf Course in Pebble Beach, California, are among the six new courses available for your enjoyment.

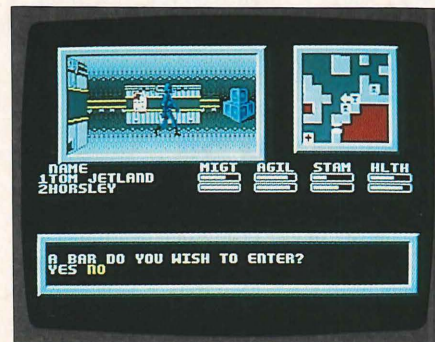
**INTERGALACTIC COMBAT.** Titus Software's latest outer-space game combines strategy with arcade sequences. As a *Galactic Conqueror* (512K Amiga, 512K Atari ST, 256K IBM PC; \$45), you must select forces from any of the 416 planets that are being

attacked to help you defend against an enemy invasion in your galaxy. A nearby city has fallen silent and your mission in *Mars Saga* (C 64, 256K IBM PC; \$35) is to discover who or what is responsible. The prison planet you live on is filled with tough characters, so Electronic Arts has given you 21 different skills to develop in order to help you on your journey. Being proficient in programming may have come in handy back on earth, but while confined to Mars I'd opt for Arc Gun and Street Skills. The IBM version of *Mars Saga* should be on store shelves by early May.



You'll need all the help you can get as *Galactic Conqueror*.

**PARALLEL UNIVERSES.** In Arcadia's arcade game *Sidewinder* (256K IBM PC; \$40) your mission is to guide your ship into the Star Killer space cruiser and destroy it. In Broderbund's arcade game *Star Wars* (512K Amiga, 512K Atari ST, C 64, 256K IBM PC; \$30-\$40) your mission is to guide your ship into the Death Star space cruiser and destroy it. Need I say more?

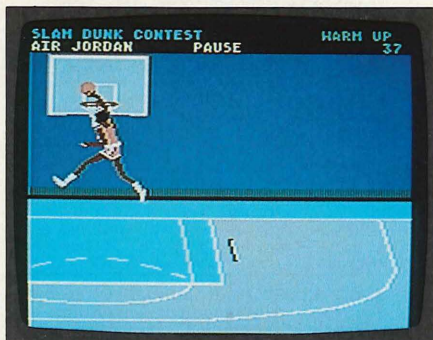


You may want to postpone the celebration until after you complete your mission in *Mars Saga*.



## GAME HINTS

**Jordan vs. Bird: One on One** (Electronic Arts). Be a superstar with your own distinctive skills in this basketball simulation.



When playing as Michael Jordan:

- ★ Stay away from three-pointers.
- ★ Rush Bird and try to steal the ball.
- ★ Larry will often fake to the left and then come back for a three-point attempt.
- ★ Play Bird close up so he won't have a good chance at a jump shot.
- ★ If you miss two or three consecutive slam-dunk attempts from the air, then stay on the ground and shoot from the corners.

When playing as Larry Bird:

- ★ Rely on three-pointers to take the lead.
- ★ After you have established a lead, use two-point shots from the free-throw line to keep the lead.
- ★ Don't take time-outs (Jordan is much better after a rest).
- ★ Go after rebounds.
- ★ Don't try to steal unless it's a sure thing.

—SUNIL PATEL

Clinton, Oklahoma

**King's Quest IV: The Perils of Rosella** (Sierra On-Line). As Princess Rosella, travel to distant lands to find the magic fruit that will save the life of your father in this graphic adventure.



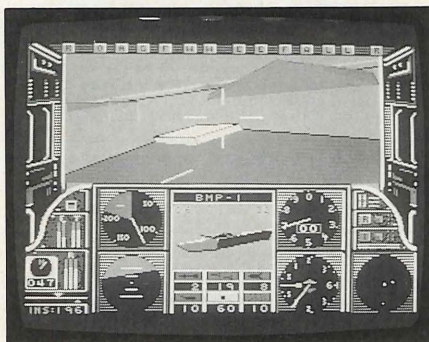
- ★ A ghost in need is a friend indeed.
- ★ The swamp must be crossed, so hop to it.
- ★ Be a good girl—help the dwarves clean up their act.

- ★ It's not all water under the bridge.
- ★ Perhaps the lousy lute player would be happier on the bard's stage.
- ★ Finders keepers is not always the best policy.
- ★ Being swallowed by a whale is a ticklish situation—unless you approach the problem with an angle.
- ★ Need a clue for avoiding lively trees? Just axe.
- ★ You might enjoy a musical duet.
- ★ Don't forget to liberate your animal friends.

—DAMIEN JOHNSON

Grand Island, New York

**Gunship** (MicroProse Software, Inc.). As the pilot of an AH-64A Apache Helicopter, your mission is to destroy targets selected by headquarters.



- ★ When an enemy-helicopter warning is issued, watch your radar. If the helicopter appears soon afterward, you are close to the base.
- ★ Fly around hills, not over them.
- ★ Shoot BMP-2s with your cannon to save your hellfire missiles.
- ★ Even though the shortest distance between two points is a straight line, it can be the most hazardous.
- ★ Pay attention to the recoil of weapons.
- ★ Drop weapons as soon as they are empty for improved maneuverability and lifting ability.

—TREVOR BARLOW

Muscatine, Iowa

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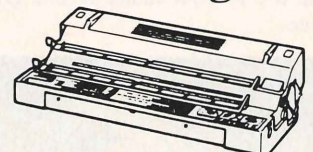
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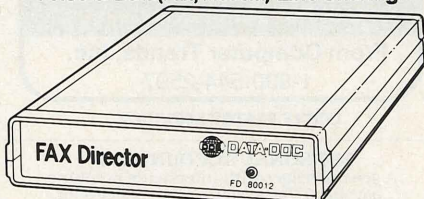
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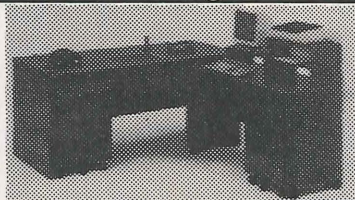


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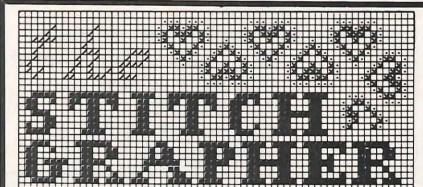
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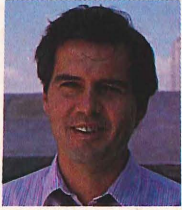
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# The Squeaky Fax Gets The Grease

BY NICK SULLIVAN



You've probably heard it a thousand times: "After two days with a fax, it was hard to believe I got by so long without one." I didn't say it, but I can't argue with it, as I work 200 miles from my employer's office, with which I exchange many faxes every day. But I will say that it hasn't been easy to integrate a fax machine into my home office.

Getting the fax to work, of course, has been a breeze, despite the Egyptian tablets fobbed-off as manuals. Getting the fax to work well with my two-line telephone system has been another story altogether. Fortunately, it's a story with a hint of a happy ending.

The root of the problem is that people expect *people* to answer telephone calls, and a fax machine is not a person. It's a purveyor of data. Voice and data are like oil and water, which is why most offices have a dedicated fax line. The fax is then always ready to receive data, and humans don't call that number—who wants to talk to a squeaky machine?

After my fax's high-pitched answering signal blasted the ears off a few callers, I was thinking about installing a dedicated line myself. Even though I can see the handwriting on the wall, I haven't yet done so. I don't want another monthly bill. If I were self-employed I could write it off, but I'm not. Anyway, here's how my telephone system was set up, why it didn't work, and what I've done to jury-rig it.

I have two lines, but give callers only the number for line 1. Line 1 is a "hunt" line; if it's busy the call bounces to line 2. I can put line 1 on hold and take a message on line 2, or vice versa. But no human should ever dial line 2 directly.

I give out the line 2 number as the fax number. Thus, if line 1 is open and a call comes on line 2, chances are very good that it's a fax call.

Line 2 is a busy line, shared by fax, modem, and phone. I generally check my electronic mail by modem in the early morning and late afternoon, so the line is free to receive fax or human calls most of the day.

Ideally, I'd leave the fax on auto answer, so it's always ready to receive, and people don't have to call and warn me that a fax is coming. But I quickly found I couldn't do that, because if a person happened to call on

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**The root of the problem is that people expect *people* to answer phone calls, and a fax machine is not a person.**

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line 2, he or she would get scorched ears. This has happened to such deserving people as a petulant life-insurance salesman, and to such undeserving people as my grandmother.

So I placed the fax in Manual mode. When I was sitting at my desk in my office, and I heard line 2 ring, or picked it up and heard an air-raid signal, I simply reached over to the fax and pressed the Receive button. Perfect. But when I was in another part of the house, line 2 sent me scurrying. With the FAX!-FAX!FAX! alarm clanging in my head, I'd run upstairs, brushing aside children and pets, and lunge at the button on the fax machine as the telephone stopped ringing. Imperfect.

Since people expect a fax to be ready for action at all times, this mad dash would usually be capped by a call from a frustrated faxer demanding to know what in blazes was going on. The end result of all this phone madness is that many people and faxes never got through, or spent a lot of time and effort doing so, and I was about ready to do violence to my fax machine—until I remembered that it was the property of my employer. So, I put on a monocle and tried to glean help from the tablets.

On page 46, I found a reference to the Automatic Receiving Timer. Aha! I could set the fax to wait 5, 10, or 20 seconds before it went into Automatic Reception mode (that's the mode that will make millionaires of ear doctors). I set the timer at 20 seconds, figuring that would give me time to gracefully put the line 1 caller on hold and pick up line 2—before the fax sounded its signal. If I weren't around to pick up the phone, most people would hang up before the 20-second mark. And most fax machines would keep ringing until they connected.

Still, it's not a perfect setup. With such intense activity on just two telephone lines, callers must get busy signals often; I have no way of knowing how often. Furthermore, 20 seconds is a long time for a phone to ring; with phones scattered around the house the noise level can be like water torture. Finally, should my wife pick up line 2 in her downstairs office and hear a fax signal, she can't get upstairs in time to activate the fax.

Installing a third telephone line is the only real solution, but there's another partial remedy that sounds better than my current rig: That's to connect a device to the telephone jack that determines whether an incoming phone signal is voice or data, and transfers the call to either phone or fax. One such product is the Faxmate 168 (\$80; Dragoon Corporation; [805] 987-4911). I've yet to test this new product, which I just found out about from Marie Alvich, the gadgeteer who puts together the magazine's *Office Essentials* department.

Some new faxes come with built-in devices that can read a phone signal and route it to the fax, telephone, or built-in answering machine. Unfortunately, these new machines, from Brother (FAX-195 and 195R) and Panasonic (KX-F120), lack paper cutters, which means they will spew long and unwieldy rolls of thermal paper into the office. By contrast, my Hitachi HIFAX 17 has a paper cutter, and neatly stacks cut documents in a tray.

For the time being, I'm just going to keep fiddling with the timer on the Hitachi, put in an order for a Faxmate 168, and be thankful I have a fax. After all, I don't know how I ever got along without one. Oops! Now I've said it, and now you've heard it 1,001 times. ■

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NICK SULLIVAN is a senior editor who lives in Massachusetts and telecommutes to the magazine's New York office. He can be reached on CompuServe (76703,744) or MCI Mail (NSULLIVAN).



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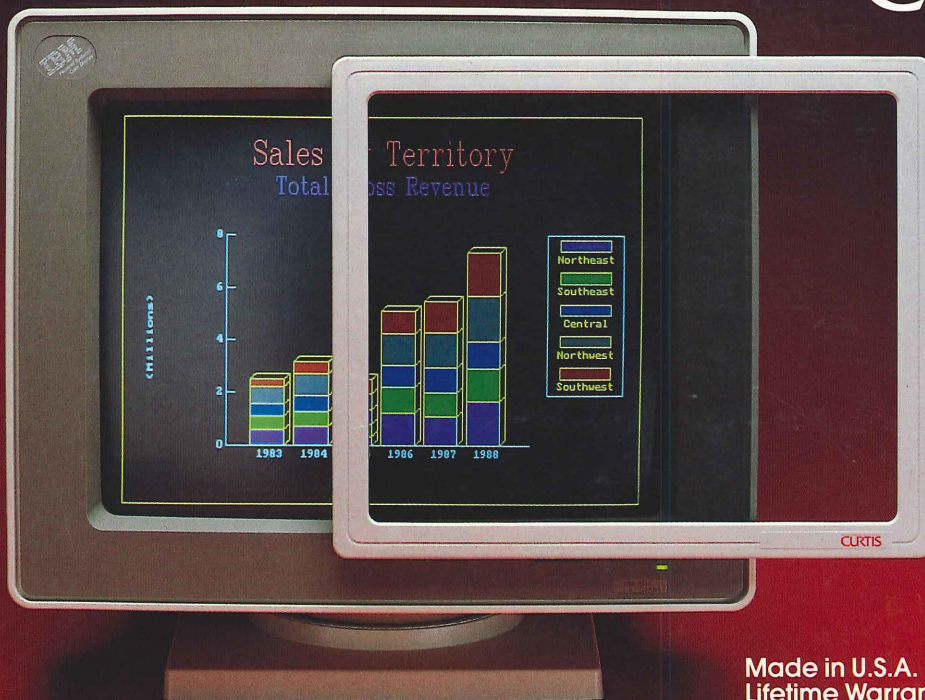
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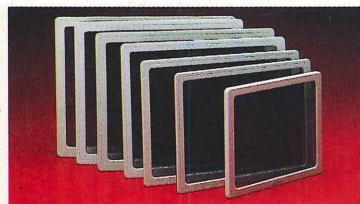
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